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CONTENTS

Research On the Role of Red Culture Resources in Ideological and Political Education of College Students

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Abstract: In recent years, under the background of education reform and innovation in China, many educational and teaching methods have undergone significant changes. Among them, ideological and political education for college students is a highly concerned content. As the backbone of China's social development and construction, college students not only need to have a theoretical and practical foundation, but also need to have a good ideological and value concept, Therefore, how to help college students establish correct values has become a key issue for ideological and political teachers in every university, and red culture is an important resource to help students carry out ideological and political education. Some vivid textbooks and role models provide students with intuitive teaching experiences, increase their understanding of ideological and political content, and make college students truly become inheritors and implementers of China's social development and construction. In this article, the author analyzes the role of red cultural resources in the ideological and political education of college students.

Keywords: Red Culture; College Students; Ideological and Political; Educational Role; Research

1. RED CULTURAL RESOURCES CARRY NUMEROUS EXCELLENT RESOURCES

In the ideological and political education of college students, fully utilizing the resources of red culture can help students enhance their patriotism, firm their ideals and beliefs, cultivate a sense of social responsibility, and promote their comprehensive development and healthy growth. Firstly, red cultural resources have distinct ideological and political education values. Red culture is an important component of China's revolutionary history, carrying the deeds and spirit of revolutionary predecessors. By learning and experiencing red culture, college students can deeply understand the great significance of the revolutionary predecessors fighting for national independence and people's happiness, thereby enhancing their love and pride for the motherland, and cultivating correct values and outlook on life.

Secondly, red cultural resources can stimulate the patriotism and national confidence of college students. Red culture contains deep friendship towards the motherland and firm belief in national rejuvenation. Through exposure to red cultural resources, college students can feel the enormous sacrifices and contributions made by their ancestors for the country and the people, thereby stimulating strong patriotism and national pride.

In addition, red cultural resources can guide college students to establish correct historical and cultural views. By studying red culture, college students can understand the historical background, development process, and great achievements of the Chinese revolution, and deeply understand the historical inevitability and practical value of the path of socialism with Chinese characteristics.

Finally, red cultural resources can provide rich educational carriers and methods. By organizing visits and learning, conducting red themed educational activities, and holding red cultural lectures, red cultural resources can be transformed into vivid educational carriers, stimulating students' interest and enthusiasm for learning, and improving the pertinence and

effectiveness of ideological and political education.

2. NATURAL TEXTBOOKS TO ENHANCE THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS

Red cultural resources, as natural textbooks, have rich connotations and unique educational values, which are of great significance for strengthening ideological and political education of college students.

Firstly, red culture itself is an important part of China's history, not only carrying the heroic deeds of revolutionary martyrs, but also an important way to express their noble spirit. Red cultural resources include memorials, monuments, film and television works, and other physical objects. These resources are not only witnesses to history, but also valuable educational heritage. Through learning and experiencing red cultural resources, college students can personally feel the enormous sacrifices and contributions made by revolutionary predecessors for the country and people, inspiring strong patriotism and national pride.

Secondly, the red culture is the concentrated embodiment of the great revolutionary practice under the leadership of the CPC, which contains rich ideological and political theories and practical experience. By learning the red cultural resources, college students can deeply understand the historical background, development process and great achievements of the Chinese revolution, understand the historical inevitability and practical value of the socialist road with Chinese characteristics, and enhance their faith in the CPC and confidence in the socialist cause.

Finally, red cultural resources are not only precious historical heritage, but also have contemporary and practical significance. Red culture is an important component of the path of socialism with Chinese characteristics, serving as the spiritual support and cultural foundation for the great rejuvenation of the Chinese nation. By learning the red culture, college students can deeply understand the historical mission and realistic responsibility of the CPC, and enhance their recognition and conscious participation in the cause of

socialism with Chinese characteristics.

However, it should be noted that in the process of utilizing red cultural resources, attention should be paid to keeping up with the times, combining red culture with the actual needs of contemporary college students, making it more modern and meaningful. At the same time, it is necessary to maintain the diversity and flexibility of educational methods, adopt diverse educational methods and forms according to the characteristics and needs of different students, and guide and stimulate students' initiative and creativity, Enable students to actively think and participate in the process of accessing red cultural resources, forming their own independent opinions and thoughts.

3. THE FUNDAMENTAL REQUIREMENT FOR ACHIEVING THE GOAL OF CULTIVATING VIRTUE AND TALENT

At present, major universities in China are gradually strengthening the education of red culture, achieving the goal of cultivating moral character in ideological and political education through red culture. the specific roles can be divided into the following points:

Firstly, by learning and inheriting red culture, students can be guided to establish correct values and moral values, strengthen their patriotism, social responsibility, and collectivism spirit, and cultivate noble character and moral character. the revolutionary spirit, dedication spirit, and the purpose of serving the people in red culture are of great significance for cultivating students' sense of social responsibility, civic consciousness, and moral consciousness.

Secondly, red cultural resources provide rich educational cases and experiences. Red culture is a historical witness to China's revolution, construction, and reform, covering many heroic figures and great events. Through in-depth study of these cases and experiences, college students can draw strength and wisdom from them, understand and learn from the spirit of dedication of their predecessors to the country and the people, cultivate noble moral character and social responsibility, and this is of great significance for inheriting traditional Chinese culture, establishing correct life values, and strengthening students' cultural identity.

Thirdly, red cultural resources can also stimulate the innovative spirit and practical ability of college students. Red culture contains many innovative ideas and practical methods. In the process of researching and applying these resources, college students can cultivate critical thinking and creative thinking abilities, improve problem-solving and innovation abilities. At the same time, by simulating and practicing cases and experiences in red culture, college students can personally experience the value and significance of it, and enhance their practical skills. This helps college students better apply their knowledge and skills in the process of cultivating morality and talents, combining theory with practice, and demonstrating comprehensive qualities and abilities.

Fourthly, red cultural resources are also conducive to carrying out ideological and political education for students. Red culture embodies core values such as revolutionary heroism, collectivism, and dedication, which are important components of socialist core values. By guiding college students to deeply understand and reflect on the essence and connotation of red culture, it can help them establish a correct worldview, outlook on life, and values, and enhance their recognition and adherence to socialist core values. This plays a crucial role in cultivating correct political awareness, social responsibility, and legal awareness among college students.

4. CONCLUSION

In summary, in this article, the author analyzes the role of red cultural resources in the ideological and political education of college students, including carrying numerous excellent resources, strengthening the natural teaching materials of ideological and political education for college students, and achieving the fundamental requirements of moral education.

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Education Governance in the Post-Pandemic Era

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Abstract: COVID-19 has triggered a worldwide upsurge of online education exploration, and education governance in the post pandemic era has attracted much attention. the new normal of education may include the combination of online and offline education. We need to increase the investment in online education technology, vigorously integrate and comprehensively upgrade the existing online education platforms, comprehensively build an information-based teaching ability training system, and strengthen international exchanges and cooperation in education to meet the new normal of "two parallel" education.

Keywords: Online Education; Education Governance; "Two Parallel" Education

1. INTRODUCTION

With the normalization of pandemic prevention and control, the education system has fully resumed education and classes throughout all stages. Education governance in the post pandemic era has received much attention. Michael Fuller et al. pointed out in " Education Reimagined: The Future of Learning " that as the education system resumes operation, flexibility is essential, and the new normal of education may include a combination of online and offline education. In the public consultation conducted by the European Union, 95% of people believe that the COVID-19 pandemic represents a turning point in the application of digital technology in education and training. Pearson has released a new Global Learner Survey, which shows that 88% of learners worldwide believe that online learning will always be an important component of primary, secondary, and higher education. Learners call for increased investment and better utilization of learning technologies, hoping that educational institutions can maximize the learning experience through technology. the development of educational technology is shifting from the 3.0 era dominated by multimedia teaching to the 4.0 era of digital teaching. Therefore, under the normalization of pandemic prevention and control in China, education governance should focus on the following aspects.

2. WELCOMING THE NEW NORMAL OF "TWO PARALLEL LINES" IN EDUCATION

The COVID-19 has triggered a worldwide upsurge of online education exploration. Under the call of the Ministry of Education, China has taken the lead in conducting nationwide online teaching practice. the large-scale online migration not only lays a rich ideological and practical foundation for the deepening of online education reform in the future, but also provides new ideas for solving the uneven distribution and insufficient development of educational resources. A survey shows that "fully sharing famous teachers and courses" has become one of the most recognized advantages of online teaching. Online teaching can break through the limitations of time and space, and has broad development space and prospects. We should timely summarize and elevate the experience and lessons of online education, actively explore the deep integration and innovation of online and offline teaching in different organizational forms, and welcome the new normal of "two parallel lines" in education.

Firstly, increase investment in online education technology. Subsequent investigations have shown that "lack of terminal devices" and "slow internet speeds and lag" are the main limiting factors for online education. Moreover, there are significant differences in digital

deployment, mobile device provision, online learning environment, technical support, and national balanced progress to ensure educational equity among different countries and regions, resulting in a significant digital divide. Therefore, we need to mobilize all parties and raise funds through multiple channels. In addition to government funding, we encourage society and technology enterprises to invest in the relevant infrastructure, network environment construction, and cloud computing services required for large-scale online education to jointly improve the future online education and learning environment. At the same time, policy funds are tilted towards underdeveloped areas to ensure that all students do not lose equal learning opportunities due to family economic conditions, living conditions, insufficient equipment, slow internet speeds, or insufficient resources, and enjoy the convenience of online education equally. Information technology is used to ensure equal educational opportunities and fair educational quality.

Secondly, it is necessary to vigorously integrate and comprehensively upgrade existing online education platforms. During the pandemic, the teaching platforms used by teachers were scattered. For universities alone, a survey conducted by the Teacher Development Center of Xiamen University on online teaching during the pandemic period showed that nearly half of teachers fully use off campus platforms, and nearly 40% of teachers mix on campus and off campus platforms. Therefore, vigorously strengthening the construction of digital teaching platforms for resource sharing is of utmost importance under the new normal of "two parallel lines" in education.

In addition, we should also accelerate the construction of virtual libraries, virtual laboratories, and virtual reality; Increase research efforts in online education. Using big data technology to observe and record online learning behavior, visualizing the learning process, and providing scientific basis and precise guidance for guiding students in online learning through the analysis of big data.

3. COMPREHENSIVELY BUILDING A TEACHER INFORMATIZATION TEACHING ABILITY TRAINING SYSTEM

Although the practice of online education during the pandemic has improved the information literacy of teachers, as an emergency measure, coupled with tight time and heavy tasks, teachers lack prior learning and experience accumulation of online teaching technology. They have only tasted many online teaching technology software and have not fully utilized the existing technological advantages of online education. According to a survey conducted by the Chinese Academy of Educational Sciences, 58.91% of teachers have difficulty creating materials, and 36.63% of teachers believe they are not familiar with the form of online teaching. Faced with the new normal of "two parallel lines" in the post pandemic era, educational technology and teaching capabilities still need to be deeply integrated, and innovation in online teaching methods still needs to be promoted. However, the innovative potential of teachers should not be underestimated. According to the OECD Teaching and Learning International Survey (TALIS), 4/5 of teachers stated that the majority of teachers are working hard to develop new teaching concepts, and 3/4 of teachers stated that the majority of teachers are willing to accept change.

What we need to do is to help teachers. On the one hand, setting up funds for online education and training, establishing standards for teachers' online education capabilities, and conducting systematic training to help teachers acquire innovative concepts in online education, comprehensively enhancing their information technology capabilities. Among them, the theory of young teachers should not be underestimated. Research has found that the shorter the teaching experience, the better the mastery of online education skills, the better the interaction between teachers and students in the online education process, and the higher the satisfaction with the actual effectiveness of online teaching. On the other hand, the establishment of "two parallel" innovative teaching awards can enhance the innovative ability and enthusiasm of educational personnel. In addition, create an online collaboration platform to strengthen resource sharing, peer feedback, and sharing of best practices in teaching methods.

4. STRENGTHENING INTERNATIONAL EXCHANGE AND COOPERATION IN EDUCATION

Education should follow the trend, promote awareness of various human knowledge and cultures through closer interaction and exchange, recognize the current struggles and future visions of various ethnic groups, promote mutual understanding among students from different countries, establish a global perspective, stimulate innovative inspiration, and establish a lofty aspiration to contribute wisdom and strength to human peace and development. We need to call for education to be at the forefront of international exchange and cooperation, and to educate citizens in an interconnected world.

Firstly, promote educational exchanges between China and the United States. Despite a major turning point in Sino US relations, educational exchanges between China and the United States cannot be ignored. After all, top universities in the United States still occupy a central position in the world's knowledge production system, and the quality of education is still ahead of China. There is still room for advancement in educational exchanges between China and the United States.

Secondly, strengthen educational exchanges and cooperation with Europe. Especially at the time when the European Commission adopts the "Realizing the European Education Area by 2025" and "Digital Education Action Plan", seize the opportunity to broaden and deepen exchanges and cooperation with the European Education Area, and consolidate global strategic partnerships.

Third, strengthen educational exchanges and cooperation with developing countries, especially countries along the "the Belt and Road", implement the "the Belt and Road" Education Action, send foreign students to each other, encourage cross-border cooperation in running schools, and promote mutual development.

In addition, strengthen cooperation with international organizations such as UNESCO and UNICEF, and actively participate in global education governance. At the same time, an international cooperation platform for online education should also be built, especially after the pandemic has demonstrated the advantages of low-cost and large-scale efficient dissemination of online education in promoting international education exchange and cooperation. Continuously promote educational and teaching innovation through international educational exchange and cooperation through digital pathways.

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Analysis and Significance of the Dilemmas and Paths of Campus Football Promoting the Development of Physical Education in Universities

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Abstract: With the development of education and the continuous updating of educational concepts, under the promotion of current new educational concepts, higher education is becoming more and more comprehensive, emphasizing the comprehensive and personalized development of students. In college physical education teaching, football teaching is a fundamental course. With the increasing popularity of football in China, the country's emphasis on football is also increasing. Campus football has become a key course in college physical education. For college students, the effective implementation of campus football activities and teaching can not only improve their football skills, but also effectively exercise their bodies and promote the improvement of their sports abilities. At the same time, campus football can also promote the development of physical education in universities and achieve innovative development in physical education teaching. Therefore, this article will analyze the relevant issues of campus football promoting the development of physical education in universities.

Keywords: Campus Football; College Sports; Develop

1. INTRODUCTION

Football is known as the "world's number one sport" and is deeply loved by people from various countries around the world. Many international football competitions receive great attention both abroad and domestically. In university campuses, football is also loved by many students, and universities also offer football teaching programs. At the same time, campus football plays an important role in promoting the development of physical education teaching in universities in the process of development. However, in the process of the development of campus football, there have been certain obstacles in physical education teaching in universities. There are many problems that affect the development of campus football and also affect the development of university sports. the implementation of campus football teaching has problems such as outdated professional knowledge and teaching theories of teachers, too bookish teaching, and insufficient venues, which restrict the development of campus football and university sports. Therefore, the following will analyze the problems that exist in promoting the development of college sports through campus football, and explore how to promote the development of college sports through campus football.

2. THE CURRENT PROBLEMS OF CAMPUS FOOTBALL IN PROMOTING THE DEVELOPMENT OF PHYSICAL EDUCATION IN UNIVERSITIES

2.1 Outdated professional knowledge and teaching philosophy of college football teachers

In the current process of campus football teaching, the professional knowledge and teaching philosophy of college football teachers are relatively outdated, which affects the development and progress of campus football. In the current context of campus football, the quality of physical education

teachers in universities is uneven. Some teachers are not good at physical education subjects and have a basic understanding of football rules and related theories. However, they participate in football relatively few times and lack relevant experience in football teaching. Their professional knowledge is not updated in a timely manner, and teaching only focuses on explaining classroom content, lacking attention to student practice, the teaching content is not comprehensive enough. After classroom learning, students can only master a few movements and have not even participated in systematic football matches. the improvement of students' football level is relatively small.

2.2 Campus football teaching is too textbook oriented

In current football teaching, there is a situation where campus football teaching is too textbook oriented. In many campus football teaching, teachers carry out teaching according to the textbook content, and there is a lot of theoretical knowledge in the teaching process. At the same time, they also attach importance to the teaching of basic football skills for students. For example, in many universities, the main content of football teaching is passing the ball and dribbling around the pile. Although in this teaching mode, students can master some basic football skills, but in actual football activities, the technical movements of students are relatively stiff, lacking a sense of position on the field, and even unable to effectively cooperate with teammates. the football level of students is still in the initial stage, which affects their interest in football development.

2.3 Insufficient facilities for campus football teaching

In many current universities, the lack of venue facilities is also a major factor affecting the development of campus football. the development of football requires professional venues and supporting facilities. However, in practice, due to the lack of football venues, multiple football teaching classes can only share one venue, which results in football teaching only being able to teach basic football skills and unable to meet the needs of students for football practice. At the same time, there

are also many students who organize football matches independently outside of class. However, many universities have time restrictions on their football venues, with only some venues not having time restrictions, while others are only open during restricted times, which affects students' ability to independently engage in football and makes it difficult for universities to form a strong football atmosphere.

3. ANALYSIS OF THE IMPLEMENTATION PATH OF CAMPUS FOOTBALL PROMOTING THE DEVELOPMENT OF PHYSICAL EDUCATION IN UNIVERSITIES

3.1 Strengthening the cultivation of teachers' professional abilities

To effectively carry out campus football and promote the development of sports in universities, the first step is to strengthen the cultivation of professional abilities of teachers. High quality teachers are an important force in promoting the development of campus football. Universities should strengthen the construction of professional football teacher teams. When selecting football teachers, the focus should be on evaluating their football literacy to ensure the quality of teachers. At the same time, universities should cultivate teachers to master advanced professional knowledge and teaching concepts, regularly provide professional training to teachers, and help them develop advanced teaching thinking. At the same time, in the process of teaching, the form of old teachers serving as the main teaching teacher and new teachers serving as teaching assistants can be adopted to help new teachers quickly adapt to the football teaching classroom.

3.2 Reasonably setting goals for campus football teaching

In the process of campus football teaching, football teaching objectives should be reasonably formulated to avoid situations where teaching is too textbook oriented. the setting of teaching objectives for campus football should be based on improving students' football skills. the teaching objective should not only be to enable students to master a few theoretical skills, but also to enable them to truly learn this sports skill. Through the

setting of teaching objectives, it is necessary to ensure that football teaching is not divorced from reality and closely combined with football matches, so that students can develop a sense of teamwork while mastering basic skills, Learn how to cooperate as a team and how to stand on the field, so that students can learn how to participate in football matches and lay a foundation for the organization of football matches.

3.3 Strengthen the scientific planning of football teaching facilities

To promote the effective development of campus football, it is necessary to strengthen the scientific planning of football teaching facilities and meet the needs of students for football. Universities should attach importance to the construction of football venues, open up more football venues, ensure the implementation of sound sports, and enhance the freedom of venue opening, so that students can learn football in a good environment and participate in football matches independently.

3.4 Building a Good Campus Football Atmosphere

Universities should attach importance to the construction of a good campus football atmosphere and stimulate students' enthusiasm to participate in campus football activities. Universities should strengthen publicity by promoting the relevant content of campus football in campus broadcasts and bulletin boards, and regularly organize football matches in the form of school activities to encourage student participation. At the same time, they can also cooperate with other schools to carry out football friendly matches, thereby promoting the creation of a campus football atmosphere and promoting the development of campus football.

4. CONCLUSION

In general, to promote the development of college sports through campus football, attention should be paid to improving the effectiveness of campus football teaching. Universities should strengthen the cultivation of teachers' professional qualities, formulate reasonable football teaching goals, build a good atmosphere for campus football teaching, and strengthen the planning of football venues. Through the effective implementation of campus football, the development of college sports should be promoted.

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A Study on the Teaching Model of Autonomous Learning Ability for Business Administration Students in Vocational Colleges

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Abstract: Vocational colleges are important places for cultivating and delivering high-quality professional and skilled talents for society, and engineering management is a part of their professional curriculum system. When teaching business management majors, attention should be paid to cultivating students' self-learning ability, which requires improving previous teaching models and methods. Teachers in vocational colleges should delve into the teaching of business management courses, comprehensively analyze the existing problems, and scientifically optimize the original teaching mode based on actual learning situations, stimulate students' interest in learning business courses, establish their awareness of self-directed learning, and improve their learning efficiency and quality.

Keywords: Vocational Colleges; Engineering Management Major; Autonomous Learning Ability

1. INTRODUCTION

With the development of social and economic construction, the demand for talents is gradually increasing, and the demand for professional and skilled talents is also gradually increasing. If vocational colleges want to transport professional business management talents to the social and economic market through effective business management courses, they need to fully understand the requirements of the economic market for business management talents, and on this basis, make appropriate adjustments to the teaching mode of business management courses, Make it highly attractive, encourage students to focus

their attention on the course content, consciously and proactively learn business management course knowledge, and enhance their self-learning ability.

2. OVERVIEW OF BUSINESS ADMINISTRATION TEACHING

Teachers in vocational colleges should change traditional teaching concepts when carrying out courses in business administration. They should not only teach students theoretical knowledge of the profession, but also cultivate their self-learning ability, so that students can plan their own subjects and lay a good foundation for their future learning and development. Compared with basic education, the teaching of business administration courses has a comprehensive characteristic, and the main purpose is to cultivate professional business administration talents, which is a professional education. When designing business administration teaching in vocational colleges, teachers should focus on quality education, cultivate students' self-learning ability, improve teaching content, choose appropriate teaching methods, and enhance their comprehensive quality through effective business administration course teaching.

3. EFFECTIVE MEASURES FOR CULTIVATING THE SELF-LEARNING ABILITY OF STUDENTS MAJORING IN BUSINESS ADMINISTRATION IN VOCATIONAL COLLEGES

In the teaching of business management courses, scientific cultivation of students' self-learning ability can provide significant assistance for their learning, improve the

quality of actual teaching and learning efficiency, and also play an important role in their future career development and life planning. Therefore, it is very necessary to cultivate students' self-learning ability in business management teaching.

3.1 Help students determine learning objectives

If teachers in vocational colleges want to establish students' awareness of self-directed learning and enhance their self-directed learning ability through effective teaching of business management, they must first help students clarify their learning goals and directions, so that they can know what they need to learn and how to learn during the process of studying business management courses. This can lead students to learn, and students can, It is also possible to identify one's own problems and adopt appropriate measures to effectively solve them, thereby improving the learning level of students. Therefore, when teaching business administration, teachers need to understand and master the learning situation of students, combine with actual learning situations, formulate scientific and reasonable teaching goals, guide students to set learning goals, choose appropriate learning methods, provide assistance for students' learning career planning, so that they can move forward step by step towards their own set learning goals, and thus establish students' awareness of self-directed learning.

3.2 Strengthening the connection between theory and practice

The implementation of business management teaching in vocational colleges ultimately aims to cultivate a group of high-quality business management professionals. In other words, after learning business management knowledge, students need to effectively apply it in practice, which can not only promote their future career development but also meet the development needs of the business management industry. Therefore, when teaching students business management, teachers should not only explain theoretical knowledge, but also organize practical activities to guide students to deepen their understanding of theoretical knowledge in the practical process, and also exercise their ability to apply business management knowledge.

Teachers can introduce corresponding cases to students in classroom teaching, present them through multimedia, stimulate their curiosity, and encourage them to analyze cases using their knowledge of business management. Through discussions and research with other students, they can gain a deeper understanding of relevant knowledge. In addition, teachers can also organize students to simulate the work situation in the business management industry in the classroom, set up suitable job positions, clarify the specific work content of different positions, encourage students to participate, and personally experience related work. This also helps to stimulate students' interest, enable them to actively participate in this situational activity, and deepen their experience, understanding the relevant positions and work content of business management, Furthermore, it can enhance students' employment awareness, clarify their specific employment intentions, and enable them to actively learn more business management knowledge, laying a solid foundation for their future career development. In addition, teachers can also combine their knowledge of business management courses to organize relevant competition activities on campus, attract students to participate in them, and set appropriate awards for students to win

4. CONCLUSION

When vocational colleges teach courses related to business administration, if they can cultivate students' self-learning ability, it can improve their learning efficiency and quality in the teaching of business administration courses, laying a good foundation for their future career development. Therefore, vocational college teachers should pay more attention to the cultivation of students' self-learning ability, and combine it with the actual situation to introduce appropriate teaching methods, mobilize students' self-learning awareness, and enhance their comprehensive learning ability.

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Research On the Logic and Direction of Educational Technology Transformation in the Intelligent Era

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Abstract: In today's era, the education sector is undergoing unprecedented technological changes. This article delves into the logical path of educational technology transformation in the era of intelligence, as well as its future development direction. Firstly, it analyzed how technological progress promotes the diversification and personalization of educational forms, making learning more efficient and convenient. Next, the key role of intelligent technology in educational evaluation reform was explored, as well as how to use data and algorithms to enhance the scientificity of educational decision-making. the study also points out that although technology brings many opportunities to education, educators and policymakers still need to be vigilant about the risks of technology dependence to ensure that technology serves the comprehensive development of people.

Keywords: Intelligent Era; Educational Technology; Educational Attributes; Rational Regression; Interactive Fusion; Character Reshaping

1. ACCURATE POSITIONING: A PREREQUISITE FOR THE TRANSFORMATION OF EDUCATIONAL TECHNOLOGY IN THE INTELLIGENT ERA

With the rapid development of technology, people are currently in an era of intelligence. Emerging technologies such as artificial intelligence, big data, and cloud computing are profoundly changing various fields of society, especially in the education sector. In this context, the transformation of educational technology has become an inevitable trend in the development of education. However, such changes are not aimless, but need to be established on an accurate positioning. the transformation of educational technology in the era of intelligence is first and foremost a transcendence of traditional educational models, as traditional educational models are often limited by time, location, and teaching staff. However, educational technology in the era of intelligence can break these limitations and enable wider sharing of educational resources. Through cloud computing and big data, high-quality educational resources can flow smoothly to every place where they are needed, increasing the possibility of educational equity. Not only that, the educational technology revolution in the era of intelligence is also a deep exploration of personalized learning. In traditional teaching models, students are often treated as a whole and individual differences are ignored, which leads to unfairness in teaching and cannot achieve the satisfaction of each student. In the era of intelligence, educational technology can provide students with more personalized learning plans through in-depth analysis of their learning behavior, habits, and interests, truly achieving personalized teaching.

2. RATIONAL REGRESSION: THE FUNDAMENTALS OF EDUCATIONAL TECHNOLOGY TRANSFORMATION IN THE INTELLIGENT ERA

However, accurate positioning is not the entirety of educational technology transformation. While pursuing technological innovation, we must not forget the essence and original intention of education. the essence of education is to cultivate people's comprehensive qualities, rather than just

imparting knowledge. In this regard, the transformation of educational technology in the era of intelligence should play an auxiliary role rather than a substitute role. the humanistic care, moral guidance, and emotional communication of teachers cannot be replaced by any technology. Therefore, we must not blindly pursue the progressiveness of technology while ignoring the essential needs of education. We must also know that technological progress does not mean the progress of education. Sometimes, excessive reliance on technology may lead to the alienation of education. For example, excessive use of electronic equipment may affect the health of students; Overreliance on online resources can weaken students' ability to think independently. Based on this, it is necessary to always maintain rationality in the process of educational technology transformation, ensuring that the use of technology truly serves the goals of education. At the same time, rational regression should also be reflected in the attention paid to educational equity. Although education in the era of intelligence will enable the wider sharing of high-quality resources, if the problem of the digital divide cannot be effectively solved, this technology will exacerbate educational inequality. Therefore, it is necessary to pay attention to regions and groups that have not yet enjoyed the technological dividend, strive to eliminate the digital divide, and let the sunshine of education shine in every corner.

3. INTERACTIVE INTEGRATION: A PATH TO EDUCATIONAL TECHNOLOGY TRANSFORMATION IN THE INTELLIGENT ERA

In traditional education, teachers are the transmitters of knowledge, and students are the receivers of knowledge. But in the era of intelligence, this one-way knowledge transfer model is being broken, and the interaction between educators and learners is undergoing profound changes through the application of advanced technologies such as the Internet, big data, and artificial intelligence. Firstly, the educational technology of the intelligent era provides educators and learners with richer interactive means, mainly through online education platforms, virtual reality, augmented

reality and other technologies. Educators can present knowledge more intuitively and vividly, stimulate students' interest and initiative in learning, and students can also obtain knowledge and share viewpoints more conveniently through these technological means, Interact and communicate with educators and other learners. Secondly, the educational technology of the intelligent era makes the interaction between educators and learners more equal. In traditional education, educators occupy a dominant position, while students are often in a passive position. But in the era of intelligence, this relationship is gradually changing. With the help of technologies such as the Internet and artificial intelligence, students can independently choose their learning content and methods. the role of educators is also gradually shifting from being a leader to a guide and helper. This equal interaction relationship helps cultivate students' self-learning ability and innovative spirit.

4. ROLE RESHAPING: THE DRIVING FORCE OF EDUCATIONAL TECHNOLOGY TRANSFORMATION IN THE INTELLIGENT ERA

In the era of intelligence, the transformation of educational technology is not only the means of technological means, but also the reshaping of the roles of educators and learners. This reshaping of roles helps to promote in-depth changes in education and cultivate more talents with innovative spirit and practical abilities. For educators, the educational technology of the intelligent era requires them to transform from traditional knowledge transmitters to learning guides, paying more attention to the learning process and methods of students, and guiding them to learn and think independently. In this process, educators must constantly update their educational concepts and teaching methods, improve their information literacy and innovation ability. In addition, educational technology in the era of intelligence also provides students with more diverse and broader learning spaces and opportunities, allowing them to no longer rely solely on traditional classroom learning, but to acquire knowledge through online classrooms, MOOCs, learning communities, and other means. This diversified learning approach

helps cultivate students' self-learning ability and innovative spirit, selecting learning content and methods based on their own interests and needs, Thus achieving personalized learning and development. In addition, the roles of students and parents are also changing. Students are no longer simply recipients of knowledge, but have become the subject and center of learning; Parents are no longer just playing the role of supervisors, but are more involved in their children's learning process. This transformation is conducive to promoting the development of education towards a more humane and personalized direction, and making greater contributions to human progress and development.

5. CONCLUSION

In summary, with the arrival of a new round of technological revolution, human society is moving from the information age to the intelligent age. the emergence of artificial intelligence technology has penetrated into human learning, work, production, and life, causing changes. In today's era, if China wants to develop educational informatization from a follower stage to a leader stage, it cannot do without the support of artificial intelligence and big data, which are the "accelerators" of educational informatization. Technology has always played an important role in the reform and development of education in China. Therefore, when carrying out education reform and development, China must rely on the help of technology to reshape the education structure, reconstruct the education process, and promote education reform. This can promote the deep development of education informatization, make the social responsibility of educational technology more obvious, and meet the requirements of the intelligent era.

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Exploration Of Dynamic Management and Cost Optimization Control of Construction Engineering Cost

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Abstract: Construction projects will incur corresponding costs and expenses from project initiation to completion and put into use. In order to achieve good economic benefits, construction enterprises must implement scientific control of costs and expenses, try to control the overall cost of the project within a reasonable range, and effectively reduce the cost of each stage of the project. This article provides a detailed analysis and in-depth exploration of the dynamic management and cost optimization control of construction project costs, with the aim of sharing and exchanging ideas with professionals in the construction industry.

Keywords: Construction Engineering Field; Engineering Cost and Cost; Dynamic Management; Optimize Control

1. INTRODUCTION

The dynamic management of construction project cost is a business management strategy adopted by construction enterprises, which is of great significance and value in maintaining the economic benefits of construction enterprises. Construction engineering involves multiple stages from project initiation to completion, and includes many engineering elements and conditions, mainly including the design stage, project initiation stage, construction stage, and completion stage. Each stage also includes elements such as building materials, equipment, personnel, etc. the engineering elements will generate related cost expenses, which in turn will affect the cost of construction engineering. Based on the impact of internal and external environments on engineering elements, there are changes in costs and expenses. Therefore, it is necessary

and important for construction enterprises to carry out dynamic cost management and cost optimization control.

2. BASIC PRINCIPLES OF DYNAMIC MANAGEMENT OF CONSTRUCTION PROJECT COST AND COST OPTIMIZATION CONTROL

2.1 Whole process principles

In general, cost management in construction projects often focuses on the review work during the budget and settlement stages, in order to improve the substantive effect and overall level of project cost control. However, for construction projects with many hidden projects, the above engineering cost control plan is difficult to ensure the accuracy and scientificity of cost control. On the other hand, dynamic management of engineering cost can achieve cost control over all stages of construction projects. the reason for this is that dynamic cost management can fully cover decision-making, design, bidding, construction, and completion stages, successfully refining overall cost management into phased cost management, avoiding omissions in engineering cost management. This plays a crucial role in improving the effectiveness of construction project cost management. Therefore, the dynamic management and optimization control of construction project cost should follow the basic principles of the entire process, and all engineering links involved in the construction project should be included in the scope of cost management.

2.2 Omni directional principle

Construction projects have certain peculiarities, often requiring a large amount of manpower,

material resources, and financial resources during the construction process, which is the main reason for the high cost of construction projects. Therefore, cost management and control of engineering must be approached from multiple perspectives. For example, construction projects usually require a long period from project initiation to completion, during which construction costs are easily affected by factors such as market, weather, and technological level, leading to an increase in project and construction costs. In response to this situation, dynamic cost management and cost optimization control must achieve comprehensive attention, coordination, and control, only in this way can the economic benefits of construction enterprises be guaranteed.

2.3 All element principle

The dynamic management of construction project cost needs to follow the principle of all elements, mainly referring to cost control of each element and condition involved in the construction project, in order to ensure the scientific and comprehensive nature of project cost management. Taking cost control in the construction stage of a building project as an example, this stage involves elements such as building materials, equipment, personnel, and technology, and each element will generate corresponding costs and expenses. the cost of building materials accounts for more than 60% of the total project cost. Dynamic management of project cost cannot simply focus on building materials, but should implement overall management of all construction elements, Only in this way can the overall cost of the project be controlled within a reasonable range.

3. EFFECTIVE STRATEGIES FOR DYNAMIC MANAGEMENT AND COST OPTIMIZATION CONTROL OF CONSTRUCTION PROJECT COSTS

The dynamic management of engineering cost needs to be established on the basis of time and market changes, to comprehensively control the cost of construction projects in all aspects, processes, and elements, so as to control the actual cost of construction projects within the allowable error range of expected costs. It is of crucial and important significance for ensuring and improving the economic benefits of construction enterprises. the stages of construction preparation, planning and design, and formal construction are important links that affect project costs, and need to be given attention in dynamic management and cost optimization control of project costs.

3.1 Construction preparation stage

Before construction, a construction project needs to go through a decision-making and preparation stage, which will generate related costs and expenses, such as improving and optimizing the original design scheme. Although this can improve the overall efficiency of the construction enterprise to a certain extent, it can also lead to a significant increase in construction project costs, causing huge economic losses to the construction enterprise. Therefore, dynamic cost management and cost optimization control in construction projects should pay attention to and carefully consider the potential design changes that may occur in the project. the cost of design changes should be calculated based on the actual situation of the project, and the problems caused by design changes should be comprehensively considered from multiple directions to prevent negative interference from design changes on the original project deployment and plan. In addition, for design changes, it is necessary to gather suggestions from various units and departments, and conduct objective and scientific discussions on design change applications to ensure the feasibility and scientificity of design changes.

3.2 Planning and Design Phase

The planning and design stage is directly related to the smooth and orderly development of the entire construction project. Of course, this stage is also an important stage that affects the cost of construction projects, which requires construction enterprises to implement dynamic cost management in this stage. Firstly, in order to effectively leverage the advantages of engineering cost management, relevant content within the planning and design scheme should be reviewed to ensure the rationality and feasibility of the planning and design. Secondly, based on the actual situation and specific requirements of the construction project, multiple planning and design schemes are compared to select the most cost-effective and feasible scheme. Finally, engineering cost management personnel also need to carry out

risk control on construction technology, progress, materials, personnel, quality, cost, safety and other conditions, to prevent adverse changes in the later construction stage.

3.3 Formal construction phase

The construction phase has a significant impact on project cost and is also a key stage that affects the quality of engineering construction. Therefore, it is necessary and important to implement dynamic cost management and cost optimization control in the construction process. Firstly, review and optimize the design plan for the construction phase, and organize various tasks throughout the entire construction phase to ensure smooth and orderly progress of construction tasks, avoiding errors that may lead to rework or construction changes in subsequent construction. Secondly, scientific control should be implemented over the various elements and conditions involved in the construction process, and the cost incurred by the construction elements should be controlled within a reasonable range as much as possible. Taking construction material management as an example, according to relevant survey data, the cost of construction materials usually accounts for more than 60% of the total project cost, which requires dynamic cost management

4. CONCLUSION

In summary, the implementation of dynamic management and cost optimization control in construction project cost plays a crucial role in ensuring the economic benefits of construction enterprises and improving the overall quality of construction projects. the above text mainly proposes relevant strategies for dynamic management and cost optimization control of engineering costs from three directions: construction preparation stage, planning and design stage, and formal construction stage, hoping to be helpful for the development of the construction industry.

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Analysis Of Daily Management Strategies for Vocational College Students Under Multiple Challenges

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Abstract: As an important component of the stable development of the education industry, vocational colleges are constantly expanding their enrollment scale, introducing advanced educational methods, and improving the quality of education in order to deliver more outstanding talents to the industry against the backdrop of sustained socio-economic growth. In the development process of vocational colleges, with the complex and diverse types of students, attention must be paid to management models and the use of new technologies to enhance management levels. However, to a certain extent, this trend has a great impact on the daily management of college students. To achieve the expected goals, continuous innovation and optimization must be carried out, and the teaching task of cultivating morality and talent must be implemented. Teachers should be encouraged to face daily management problems of students, and in practice, counselors should clearly understand the importance of student daily management work. From multiple perspectives, comprehensive management strategies should be formulated to facilitate the smooth progress of student daily management work and promote the healthy development of vocational colleges.

Keywords: Multiple Challenges; Vocational Colleges; Daily Management; Countermeasures

1. INTRODUCTION

In the new era, the continuous growth of socio-economic level has accelerated the development process of education. With the increasing market competitiveness, industry enterprises are facing numerous challenges, and the demand for comprehensive quality talents is constantly increasing, which has attracted high attention from vocational colleges. Not only that, the intensity of industry reform is also changing accordingly, so high requirements are placed on professional and vocational talents, making vocational college education officially included in the education ranks and occupying an important position. Vocational colleges not only focus on basic education management, but also integrate student management into daily management work, further improving management quality and efficiency, and expanding more ways of student management.

2. BASIC CHARACTERISTICS OF VOCATIONAL COLLEGE STUDENTS

2.1 Lack of student initiative in learning
Nowadays, due to vocational college students breaking free from the educational constraints of high school and relying entirely on their initiative and enthusiasm in learning, their conscious learning ability is gradually declining, which has a great impact on their future development. At the same time, according to a survey of current vocational colleges, it has been found that many schools generally follow the rule of low score admission for students. the problem is that these students have low academic performance, poor self-directed learning ability, coupled with weak independent consciousness, and some students have weak psychological self-control and do not pay attention to future development. In addition, after some students finish the college entrance examination, many

parents relax their control over them, which easily leads to a serious sense of relaxation and a lack of interest in learning, gradually forming negative emotions. Overall, the vast majority of students lack solid basic knowledge and have poor understanding of professional knowledge, leading to a gradual decline in their initiative in subsequent learning and an inability to guarantee a good improvement in their professional abilities.

2.2 Weak psychological regulation ability

Some students have strong independent and self-care abilities. In the process of communicating with others, they often put themselves at the center and cannot respond to problems in a timely manner in case of emergencies. They lack self-control in emotional management and control. Especially when engaging in intense arguments with students, they often experience excessive emotions such as anxiety and extremism, which fully indicates that these students have weak psychological resilience and lack interpersonal communication skills, and are prone to facing significant challenges in the subsequent daily management process. In addition, some students have been living at home without traveling far, and vocational colleges emphasize long-term accommodation, which is a huge challenge for students who are leaving their hometown for the first time. Moreover, being immersed in the ocean of home for a long time cannot adapt to the university environment in a short period of time, and it can also have a great impact on the management of university students.

2.3 Weak self-control ability

The environment plays a good role in promoting talent cultivation in vocational colleges. Due to the significant differences between the living background of vocational college students and the educational model of the school, coupled with age restrictions, there are fewer students than undergraduate students, with simple thoughts and uncontrolled behavior. They are unable to adapt in a timely manner in an independent and stress resistant environment, resulting in poor self-control ability. Vocational colleges have unclear self positioning, unclear ideological cognition, and cannot bravely admit their own shortcomings and shortcomings, especially when students face criticism from teachers and the educational environment. They may develop strong dissatisfaction and even serious resistance towards teacher criticism. So in the daily management process of students, teachers often act impulsively, which leads to frequent incidents of fighting and has a great negative impact on vocational colleges.

3. COMMON PROBLEMS FACED BY VOCATIONAL COLLEGES IN DAILY STUDENT MANAGEMENT

3.1 Weak interactivity in teaching management

In the era of informatization, information technology is becoming increasingly mature, and smartphones, laptops, and other electronic products have become daily tools for many college students, providing them with many conveniences for their daily learning and life. At the same time, it will also have a great impact on their daily management and face many difficulties. For example, many teachers use electronic devices to play games and watch movies in their daily classroom teaching. This kind of live teaching has become a mainstream phenomenon in university classrooms and is not recognized by teachers. It not only has a great impact on the quality and efficiency of education, but also creates a disturbance for serious students, making it difficult to achieve high-quality education. At the same time, the advent of the current internet era poses a certain threat to the health of college students, causing many students to gradually lose interest in traditional teaching methods and excessively reject single teaching methods and concepts. Although some teachers comply with the requirements of the new curriculum reform and engage in good classroom interaction with their students, many students feel very unfamiliar with this action, resulting in an overly low classroom teaching environment that is not conducive to the healthy development of teachers and students. This not only brings great disadvantages to teaching effectiveness, but also increases management pressure on counselors, making it impossible to achieve multiple development.

3.2 Failure to implement the "student-centered" concept

Although some vocational colleges often consider various factors in their daily teaching and accumulate rich educational experience in order to comprehensively regulate students and carry out standardized daily management work. They also develop sound student management systems based on their own educational situation. However, in practice, they put themselves at the center and completely ignore the subject status of students. They can only rely solely on management systems to achieve expected requirements and reduce management effectiveness. From a practical perspective, the characteristics of vocational college students have significantly increased contrast compared to ordinary college students. Although these students are good at communication, have a higher level of thinking development, and are brave enough to explore and be curious, there are often some shortcomings in systematic teaching, such as weak basic theoretical knowledge, poor self-control ability, and diverse personalities, which will bring great disadvantages to the daily management of students in the future. Based on the basic characteristics of vocational college students mentioned in the past, combined with their rich experience in running schools, timely development of student-centered education management systems has failed to analyze and think from other perspectives, only focusing on their own economic benefits. As a result, there will be a significant contrast and strong resistance during the formal implementation process. It can be inferred that when formulating specific management systems, vocational colleges should first start from different levels and always adhere to the "student-centered" management philosophy, so as to play a role in daily management work and demonstrate its implementation value.

3.3 Incomplete management system and single management mode

The daily management of college students is an important component of the management work in vocational colleges, which involves a wide range of work, mainly focusing on ideological and political education, safety education, mental health education, discipline education, education planning and guidance, and a series of daily management work. At present, although the daily management work of vocational colleges in China is implemented, there are still many problems in the specific practice process

4. ANALYSIS OF DAILY MANAGEMENT STRATEGIES FOR VOCATIONAL COLLEGE STUDENTS UNDER MULTIPLE CHALLENGES

4.1 Implementing the "student-centered" approach and cultivating students' self-control abilities

When vocational colleges carry out daily management work for students, they should first consider reality, actively implement the "student-centered" educational management concept, clearly identify various problems that students have from multiple perspectives, understand their actual needs, and use various means to create a healthy educational atmosphere for students. At the same time, as the guide for daily management of students, counselors take the initiative to communicate and exchange ideas with students through their own positions. By observing and mastering changes in students' thoughts, psychology, and behavior, they need to analyze and explore hidden problems from multiple perspectives. In the practical process, they truly understand the main reasons for students' hidden problems and where students focus their attention. Only in this way can we maintain close communication with students and form a good teacher-student relationship, providing many conveniences for the smooth implementation of daily management work for students. Secondly, it is important to play a correct guiding role, encourage class students to actively participate in daily management work, and give them management roles and rights, so that they not only play the role of being managed, but also become managers in the practical process. This further stimulates students' sense of participation and enthusiasm, which is of great significance for their future development. Through personal participation, they can feel the importance of daily management in their lives and learning, Encourage them to consciously regulate their own behavior, improve their awareness of self-management and self-education. In addition, by patiently teaching students to actively recognize student gaps, expanding and improving their development paths from

multiple perspectives based on their own learning characteristics and abilities, optimizing improvement strategies, and subtly meeting student development needs, teachers can demonstrate their educational value. As educators, teachers strictly adhere to the educational philosophy of seeking truth from facts, treat every student seriously with the right perspective, and enable them to leverage their strengths in various aspects to complement their weaknesses. Due to the fact that each student in the class is an independent individual, they will have different personality traits and strengths and weaknesses, and these strengths and weaknesses are difficult to distinguish in a short period of time. Teachers need to objectively understand students, analyze and identify them, and evaluate them reasonably, which is beneficial for students to re understand themselves and continuously enhance their confidence.

4.2 Encourage faculty and staff to actively participate in student daily management and demonstrate positive energy

Student daily management is not only focused on a certain aspect, but also involves various aspects. Therefore, when carrying out student daily management work, it should not be regarded as an important task for teachers. Instead, more teachers and staff should be encouraged to participate bravely, each to exert innovative management awareness, establish an "all staff education" education model, and promote the development of daily management work. the daily management of students is not only the responsibility and obligation of educators, but also the responsibility of all teachers and staff in vocational colleges. With the continuous development of vocational colleges, the efficiency of student management is also increasing. We encourage teachers and staff to combine daily student management with the concept of holistic education, implement the education concept of "cultivating virtue and nurturing people", enhance the education awareness of "holistic education", create a harmonious and good development situation of "holistic education",

truly achieve educational goals, and highlight vocational education

5. CONCLUSION

The construction of teaching curriculum system in vocational colleges should first focus on standardization, analyze from the perspective of curriculum management, adjust content based on actual situations, integrate teaching resources, and arrange supervision departments to observe whether teaching evaluation is scientific and accurate. It is hoped that this can provide sufficient guarantees for subsequent teaching activities and further promote the orderly development of daily management work.

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Research On the Integration Path of Red Culture and Modern Accounting Practice in University Accounting Major

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Abstract: This study aims to explore the integration path of red culture and modern accounting practice in accounting majors in colleges and universities. Through in-depth literature analysis, the research team made a comprehensive review of the theoretical basis and practical cases of red culture in accounting education, and clarified the connotation of red culture elements and their application value in accounting professional education. It reveals the actual operation status and existing problems of red culture education in colleges and universities, and provides an empirical foundation for the subsequent path construction. the research focuses on building a practical path of red culture education and integrating the core values of red culture into students' daily learning and career development.

Key words: University Accounting Major; Red Culture; Education Integration; Curriculum Reform; Teaching Practice

1. INTRODUCTION

Under the background of globalization and informatization, the accounting professional education in colleges and universities is facing the rapid challenge of knowledge updating and the deepening demand of ideological and political education. As the spiritual wealth of the Chinese nation, the integration of red culture into accounting education is not only a policy requirement, but also an inevitable choice of educational innovation. This research focuses on the effective combination of red culture and modern accounting practice in the accounting major of universities, and aims to explore a new path of the integration of the two, in order to cultivate accounting talents with firm ideals and beliefs and professional ability.

2. STUDY CONTENT AND METHODS

2.1 Research contents

2.1.1 Literature analysis: This study makes an in-depth analysis of the theoretical basis and practice cases of the integration of university accounting major and red culture. Through a detailed combing of the relevant policy background and academic research, the research team has formed a comprehensive understanding of the mining and implementation mode of the red cultural elements in the accounting major. This includes a detailed analysis of the historical background, theoretical basis, and cases of practical application of red culture in accounting education. In particular, the research emphasizes the important role of red culture in cultivating students' professional ethics, critical thinking and social responsibility, and provides theoretical support for the subsequent teaching reform and curriculum design.

2.1.2 Practical research and problem identification: Through field research, including questionnaire survey and in-depth interview, this research reveals the actual operation status of red culture education and its existing problems in accounting majors in colleges and universities. the results of the survey show that although red culture education is highly valued in theory, it still faces many challenges in the actual teaching process, such as the disconnection between the teaching material content and the actual teaching, and the lack of teachers' ability to understand and implement red culture

education. These findings provide empirical basis and direction for improvement for the research team in subsequent pathway construction.

2.1.3 Path construction and implementation strategy: the research focuses on building a feasible path of red culture education. This includes professional education and training of teachers to improve their theoretical knowledge and teaching skills in red culture education; updating and reforming the curriculum content of accounting major to better integrate red culture elements; and exploring how to integrate the core values of red culture into students' daily learning and career development. This path aims to make the red culture education be effectively implemented and rooted in the accounting major of colleges and universities through systematic reform.

2.2 Research technique

2.2.1 Questionnaire survey and data analysis: the questionnaire survey method is used to collect the feedback from front-line teachers and students, combined with quantitative data analysis, to ensure that the research results are empirical and universal.

2.2.2 Teaching mode innovation: This study explores a new way to combine the red cultural elements with the teaching mode of accounting major. This includes the innovation of the course content, the improvement of the teaching methods, and the adjustment of the evaluation system, aiming to realize the deep integration of the red culture education and professional knowledge.

2.2.3 Case study and comparative analysis: Through the in-depth study and analysis of typical cases, this study reveals the key factors for the successful implementation of red culture education. At the same time, by comparing the practice of different universities, the experience and strategies can be extracted.

3. RESEARCH FINDINGS

3.1 Theoretical framework construction

This research has successfully constructed a comprehensive theoretical framework, and deeply discusses the connotation and characteristics of red cultural elements in accounting majors in universities. This framework is based on the comprehensive analysis of the existing literature and the field research results, and clarifies the application value and implementation path of red culture in modern accounting education.

3.2 Teaching method innovation

In terms of teaching methods, this research implements a series of innovative teaching strategies, closely combining the red culture elements with the course content of accounting major. Through the introduction of interactive teaching methods such as case analysis, role playing and simulation practice, the research has effectively improved students' deep understanding of red culture and practical grasp of accounting practice.

3.3 Implementation

This study not only puts forward the integration path of red cultural elements in accounting major in theory, but also plans and implements it in practice. Firstly, teachers received professional training to strengthen their theoretical knowledge and teaching skills in red culture education; secondly, update the course content of accounting major, closely combining red culture elements with accounting theory and practice; Finally, the student evaluation mechanism was improved, and more attention was paid to the depth of understanding of red culture and the application of practical accounting skills. These measures ensure the effectiveness and sustainability of the teaching reform.

3.4 Case study results

Through the in-depth analysis of the cases of implementing red culture education in many universities, this study reveals the successful experience and possible challenges of the integration of red culture elements into accounting education. These case studies not only demonstrate the effectiveness of red culture education in different educational environments, but also provide valuable experience on how to overcome the difficulties and challenges that may be encountered in the implementation process. These achievements provide important reference and inspiration for other universities in similar education reform.

3.5 Promotion effect is remarkable

The results of this research have been applied in many universities, and have been widely disseminated through academic papers, teaching reports and other forms. These achievements have achieved remarkable results in practical teaching, especially in improving students' professional skills and understanding of red culture. In addition, the promotion of these achievements also promotes the exchange and cooperation between universities in the field of accounting education, and provides a new perspective and practical experience for the red culture education in the whole field of higher education.

4. CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

This study deeply analyzes the excavation and implementation path of red cultural elements in university accounting majors. First of all, the integration of red cultural elements is of great significance for improving the depth and breadth of accounting professional education. It not only enriches the teaching content, but also improves students' professional ethics and social responsibility. Secondly, innovative teaching modes, such as case teaching and situational simulation combining red cultural elements, have proved their effectiveness in practice, and can effectively improve students' professional skills and red cultural literacy. In addition, through the analysis of the implementation cases of many universities, this study reveals the key factors for the successful implementation of red culture education, and provides useful experience for other universities.

4.2 Propose

Based on the above study conclusions, the present study makes the following recommendations. First of all, colleges and universities should increase the investment in red culture and education resources, such as establishing special courses and organizing red culture practice activities, to enrich the teaching content and enhance students' practical experience. Secondly, the key to achieve the educational goal is to provide professional training for accounting teachers and improve their teaching ability and theoretical level in red culture education. In addition, universities are encouraged to share the successful cases and experiences of red culture education, and promote the continuous innovation of teaching methods and practices through case studies and seminars. Finally, it is suggested to evaluate the effect of red culture and education regularly, and constantly adjust and improve the teaching mode according to the feedback, so as to ensure the continuous improvement of education quality.

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Exploring the Application of Experiential Teaching in the Course of Mental Health Education for College Students

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Abstract: The mental health education course is one of the basic public courses in universities, which has become an important measure to improve the mental health level of students and has a positive impact on their physical and mental health development. When traditional mental health education courses for college students are carried out, they often choose to adopt an indoctrination teaching model with teachers as the main body and students as passive participants. However, it will not provide great help to improve the mental health of students, and instead will have many negative impacts. If experiential teaching is applied to college students' mental health education courses, it can not only enable students to face their own shortcomings or psychological problems directly, but also, from a practical perspective, resolve psychological conflicts through a series of intervention behaviors, and provide a certain guarantee for the healthy development of students.

Keywords: Experiential Teaching; Psychological Health Education; Application

1. INTRODUCTION

Nowadays, with the rapid development and progress of the times, more and more industry enterprises attach importance to talent cultivation. As the pillars of the country, college students shoulder the great mission of revitalizing the Chinese Dream. Therefore, it is advocated that major universities establish mental health education courses, focusing on cultivating students with a healthy mindset of self-improvement, self-reliance, confidence, rationality, and positivity. the promotion of mental health education is beneficial for the psychological quality and physical and mental development of college students, and has become a top priority in the talent cultivation system of universities.

2. CREATE TEACHING SCENARIOS TO ENHANCE THE SENSE OF EXPERIENCE

Creating teaching scenarios is one of the most common teaching methods in current curriculum teaching, and the smooth implementation of experiential mental health education courses also requires the assistance of this method, which is also the key to ensuring the quality of classroom teaching. Experiential teaching is an educational form that achieves "prior knowledge" based on students' learning experience. When carrying out daily mental health education courses in universities, students will combine their own practical experience to personally experience the situation from a fundamental perspective. the creation of teaching scenarios for experiential mental health courses specifically refers to the current teaching scenario in which students are situated, covering the teaching environment and knowledge points that students can access. In addition, teachers choose to simulate the actual psychological changes that can occur in life through video explanations, role-playing, case analysis, team activities, and other forms, creating high-quality situations and gradually visualizing single and boring teaching scenes, which helps young children easily understand and master [1].

For example, when a teacher plays the PPT teaching courseware "Life Thunder Car", they focus on the key content to be taught in this lesson for in-depth teaching. When the teacher vividly and vividly explains the true meaning

and value of life, they gradually change the psychological state of students, from pessimism to optimism, and have a more genuine understanding of life; Based on the psychological changes of students, design a practical activity of "having a thousand knots in one's heart", allowing students to personally experience the feeling of frustration and how to choose the correct coping methods; From a practical life perspective, invite multiple students from the class to participate in role-playing activities, perform people's daily conflicts and psychological changes, and work together with students to think from different perspectives, with a focus on cultivating their interpersonal communication skills. Through these intuitive and vivid teaching activities and corresponding teaching situations, we continuously attract students' attention, gradually concentrate their focus on the situation, effectively stimulate their enthusiasm and enthusiasm, and better reflect the value of mental health education. Therefore, in the process of experiential mental health course teaching, in addition to imparting basic knowledge related to mental health education to students, emphasis should also be placed on teaching scenario design, creating a harmonious and enjoyable teaching environment, allowing students to exert subjective initiative, participate in teaching practice activities independently, unleash their own advantages and potential infinitely, and truly express their personal ideas, which helps students in self-awareness the final conclusion drawn from self experience and self reflection promotes a balance between their psychological and behavioral development, without any significant gaps.

3. AWAKENING THE SOUL AND OPTIMIZING PSYCHOLOGICAL PERCEPTION

The application purpose of situational creation is not only to create a relaxed and enjoyable teaching atmosphere, but also to create an efficient perception teaching environment for students, effectively awaken their minds, and continuously enhance and optimize their spiritual perception. If mental health education activities are purely for practice, and the overall teaching activities are concentrated in a superficial teaching state, it will inevitably bring great disadvantages to the future physical

and mental development of students, and may also face significant negative impacts. Therefore, through the application of experiential teaching methods, we can provide some comfort to students in terms of psychology and perception, gradually enhance their psychological perception, and bring them a richer teaching experience. Compared with traditional mental health teaching courses, teachers encourage students to participate independently through experiential teaching. Through a series of experiences, they have a deeper understanding of their psychological phenomena and activities, presenting intuitive feelings, and enabling students to truly recognize the importance of applying mental health education in daily life. This provides great help for internalizing psychological knowledge and applying methods to students. In addition, in the process of personally experiencing simulated psychological situations, students' cognitive styles, attitudes, behavioral habits, personality traits, and other aspects form a deep extension, which is conducive to gradually stimulating their emotions and emotions, laying a sufficient foundation for forming a sound personality and noble qualities. Through this measure, students become sensitive to their own psychological state, as well as the psychological activities of others, and reflect and gain insights, further helping them establish correct values and develop good adaptive behaviors. Overall, in the process of experiential teaching, only when student participation gradually increases and emotional investment increases, will the psychological experience index of students increase, promoting their psychological awareness to increase accordingly.

4. EMPHASIS ON SHARING AND MULTI-DIRECTIONAL INTERACTION

The application of experiential teaching in mental health education in universities not only awakens the mind and creates situations, but also requires more communication and interaction. Learning to actively interact and share is the core of mental health education courses. For mental health teachers, curriculum teaching cannot simply focus on surface teaching, but should think and analyze from multiple aspects, correctly guide students to understand the process of knowledge generation, lead students to deeply analyze and

integrate, gradually have an impression of the knowledge learned, and accurately grasp the key and difficult points. Therefore, in the teaching of mental health education courses, teachers carry out classroom teaching according to the teaching outline, and focus on multi-directional interaction. Through group communication, full process guidance, and other forms, they carefully study the problems, share them with classmates or teachers and students, and provide reasonable guidance to students when necessary. This unconsciously forms a democratic and harmonious teacher-student relationship, encourages students to explore and practice independently, and lays the foundation for their healthy development.

5. CONCLUSION

Experiential teaching, as one of the widely used teaching methods in modern education, plays a significant role in the mental health education courses for college students. It completely compensates for the shortcomings of traditional teaching, integrates diversified teaching methods, highlights the subject status of students, further mobilizes their enthusiasm, encourages them to explore and practice, completes learning tasks in a pleasant atmosphere, and demonstrates the value of

mental health education. Overall, the application of experiential teaching in mental health education for college students not only enhances teaching effectiveness but also creates favorable conditions for the development of their mental health, accelerating the comprehensive progress of students.

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The Triple Dilemma and Optimization Path of Intelligent Management for College Students from the Perspective of Multi Agent Collaboration

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Abstract: With the continuous development of the times and the increasing implementation of new education reforms, the governance system of universities is gradually moving towards a diversified management direction. In this regard, universities should connect themselves with society, government, and families under the perspective of multi-party collaboration, and form diversified collaborative management. At the same time, it is necessary to make good use of modern information technology, promote collaborative cooperation among various entities, and achieve intelligent management of college students. However, currently, the intelligent management of college students in the perspective of multi-agent collaboration still faces three dilemmas: subject dilemma, collaboration dilemma, and institutional dilemma. Based on this, this article takes the intelligent management of college students in the perspective of multi-agent collaboration as the theme, conducts discussions and research, analyzes the triple dilemma faced by intelligent management of universities at present, and explores the optimization path of intelligent management of college students in the perspective of multi-agent collaboration.

Keywords: Multi Subject Collaborative Perspective; College Students; Intelligent Management; Difficulties; Optimize the Path

1. INTRODUCTION

Multi subject collaboration emphasizes the participation of diverse subjects and the collaborative cooperation among various subjects, including schools, society, government, and parents. Through collaborative management in multiple aspects, the intelligent management of college students can be standardized and systematically implemented. Therefore, the school should attach importance to the importance and current problems of intelligent management of college students from the perspective of multi subject collaboration, and actively take measures to solve the problems, constructing a new era of intelligent management of college students under multi subject collaboration.

2. THE CONNOTATION OF THE THEORY OF MULTI-PARTY COLLABORATION

2.1 Diversification of subjects

The intelligent management of college students from the perspective of multi-party collaboration emphasizes the joint participation and governance of multiple departments and stakeholders, including students, teachers, administrative personnel, students, parents, and so on. They are all subjects of the theory of multi subject collaboration, capable of managing students at different levels and in different environments, in order to cover the comprehensiveness of managing students and fill the blind spots that universities may have in managing students.

2.2 Collaborative Cooperation

The subjects of intelligent management for college students in the perspective of multi subject collaboration are not individual entities, but rather emphasize collaborative cooperation. There is a phenomenon of sharing information

and collaborative governance among these entities in the process of managing students. Therefore, in the perspective of multi-agent collaboration, intelligent student management should achieve mutual cooperation and manage students together. For example, teacher management focuses on academic guidance; the management of administrative personnel focuses on daily management and services; Parental management focuses on family education; the management of government departments focuses on the implementation of new education models, and so on. All parties need to maintain close communication and collaboration with other parties within their respective responsibilities to ensure the efficient progress of student affairs.

2.3 Intelligent Management

The era of big data has brought infinite possibilities for student management models. In the perspective of multi-agent collaboration, advanced big data information technology should be introduced into the intelligent management of college students, emphasizing the importance of artificial intelligence and big data, and achieving the integration, analysis, and management of student information. With the support of the big data era, the theory of multi-agent collaboration can achieve information exchange, enabling educators from various industries to improve management efficiency in student management.

2.4 Teaching according to aptitude

The intelligent management of college students in the perspective of multi subject collaboration needs to promote the comprehensive development of students, and in order to achieve this goal, each subject needs to fully leverage their educational and management advantages to form a collaborative education. However, an intelligent management model is not suitable for all students. To ensure high-quality student management, it is necessary to tailor teaching to individual needs and make dynamic adjustments to existing management models in a timely manner. This ensures that changes in student needs and environment can match the current intelligent management model, thereby

achieving the efficiency and effectiveness of intelligent management.

3. PROBLEMS IN CARRYING OUT INTELLIGENT MANAGEMENT OF COLLEGE STUDENTS

3.1 Analysis from a cooperative perspective
To carry out collaborative cooperation, precise division of labor is necessary to strengthen the connection between various entities. However, the management methods used by schools in the management process and the benefits they want to obtain may vary, and there may be numerous difficulties in the cooperation process, leading to difficulties in promoting collaborative cooperation smoothly.

3.2 Analysis from an institutional perspective
Currently, a common institutional problem is that the management system used is not sound and the role of the system is not fully reflected. When carrying out student management, in order to implement intelligent management, it is necessary to establish effective rules and regulations to constrain the behavior of the subject and demonstrate the level of management. However, in practical work, there are situations where the system used is unreliable and lacks feasibility. For example, the intelligent management and regulatory system used needs further optimization, which in a sense increases the probability of management risks occurring.

4. OPTIMIZATION PATH FOR INTELLIGENT MANAGEMENT OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF MULTI AGENT COLLABORATION THEORY

4.1 Enhancing the ability of management entities
In the perspective of the theory of multi-party collaboration, there is a phenomenon of subject dilemma in the management of college students, which leads to information asymmetry, unclear rights and responsibilities, and inconsistent goals among the subjects. In this regard, optimizing the intelligent management of college students should start with improving the management subject's ability. For example, universities can establish

management tasks and assessment standards for students, clarifying the boundaries of rights and responsibilities between parents and the school. At the same time, universities can use online information exchange platforms to disclose student information to parents, so that parents can grasp the latest learning stage and growth status of students in real time, and achieve information symmetry and communication in managing students. In addition, the school should establish a collaborative management mechanism of "home school cooperation", timely transmit correct educational concepts and current educational policies to parents, in order to promote consistency in educational goals among various subjects.

4.2 Systematization of Standardized Management Organizations

The fundamental principle of multi-party collaboration lies in standardizing the systematization of organizational management. In this regard, universities need to establish a sound management organizational structure, clarify the responsibilities and specific division of labor of each department, in order to strengthen communication and cooperation among departments, and improve work efficiency and management efficiency. At the same time, it is necessary to establish a scientific and reasonable management system and workflow to ensure the comprehensive and hierarchical management of students, and to achieve the standardization and systematization of intelligent management in universities.

4.3 Improve management systems and regulatory mechanisms

Without rules, there can be no harmony. A sound management system and regulatory mechanism in universities are the foundation for achieving intelligent management from the perspective of multi-party collaboration. In this regard, universities need to establish sound management and regulatory mechanisms, such as reward and punishment mechanisms, teaching evaluation mechanisms, etc., to motivate students to study according to rules and regulations. At the same time, information learning platforms can be used to popularize the latest regulations and requirements on the internet, in order to improve the circulation of information and maximize the level of intelligent student management.

5. CONCLUSION

In summary, the intelligent management of college students from the perspective of multi subject collaboration is in line with the times and the trend. Through this management model, management capabilities can be effectively improved, information interoperability can be enhanced, and various needs of students can be met. In this regard, universities should attach importance to the intelligent management of students under the theory of multi subject collaboration, and understand the current subject dilemma, collaboration dilemma, and institutional dilemma. By improving the ability of management subjects, standardizing the systematization of management organizations, and improving management systems and regulatory mechanisms, they can effectively strengthen the technical support and innovation of intelligent management, thereby promoting the effective implementation of intelligent management for university students and promoting their comprehensive development.

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The Application of Traditional Chinese Cultural Elements in Visual Communication Design

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Abstract: In the development process of different industries in China, traditional culture has been more or less integrated, forming their own unique cultural image. In people's actual lives, incorporating traditional cultural elements can achieve people's spiritual needs and aesthetic abilities, and enhance national pride. Therefore, when using traditional cultural elements in visual communication design, it is necessary to keep up with the pace of society, do a good job in analyzing them, and ensure the application value of traditional cultural elements.

Keywords: Chinese Traditional Cultural Elements; Visual Communication Design; Application

1. INTRODUCTION

Visual communication can scientifically enhance the intrinsic meaning of products, strengthen product cultural concepts, and utilize good visual communication effects to attract the visual senses of consumers, thereby strengthening the market value of products. Applying traditional cultural elements in visual communication design can promote the visual beauty of products, thereby endowing them with rich humanistic characteristics and meeting people's spiritual needs.

2. INK ELEMENTS

In traditional Chinese culture, ink painting is an important component with personalized forms of expression, showcasing the transmission of Chinese art through special skills and techniques. In the past, ink painting received attention from various sectors of society for its special style and broad imagery, possessing strong humanistic characteristics.

In the process of visual communication design, strengthening the application of ink and wash elements is the most basic way to deepen our understanding of ink and wash, combine traditional Chinese culture and good design concepts, combine ink and wash elements with modern design concepts, promote the effect of complementing each other's strengths and weaknesses, and further demonstrate the value of ink and wash elements. In terms of practical expression techniques, ink painting, due to its unique imagery, can be applied by designers without the need for repeated creation. At the same time, in the process of implementing visual communication, in order to better use ink painting, first of all, attention should be paid to the inherent meaning of the brush and ink, and promote the full expression of ink lines and blank spaces; Secondly, through the integration of ink and wash lines and blank spaces, the imagery effect is achieved, thereby expressing the ink and wash scene; Finally, by utilizing the correlation between ink and wash lines and colors, a balanced effect can be achieved. Through the use of ink painting elements in visual display, not only should the balance of lines and shapes be emphasized, but also the cultural significance it carries should be emphasized, so that it can fully showcase China's personalized characteristics. In addition, combining ink elements with contemporary art elements can further ensure the comprehensiveness and humanity of the work.

3. AUSPICIOUS PATTERNS

The auspicious patterns in our country are relatively diverse, with key characteristics including euphemism, subtlety, and stability, reflecting the positive and energetic living

conditions of our nation. They express the good understanding of life among the Chinese people. In the process of social development, auspicious patterns have also been continuously used in various industries in real life. Auspicious patterns attach great importance to the expression of imagery and charm, This is in line with contemporary visual communication design. To promote the humanistic characteristics of visual cultural communication design, in addition to creating charm in the visual aspect, it is also necessary to further demonstrate the humanistic meaning and express the humanistic appearance, so as to better make the work have the beauty of artistic conception. For example, taking "China Unicom" as an example, the design of the logo is based on the Chinese knot pattern, which looks more elegant on the outside. In terms of color, the red color representing peace and auspiciousness is selected. the two hearts connected at the top and bottom of the pattern reflect the meaning of heart to heart imprint, which means that in a company, the hearts of all employees can be connected together, thus cooperating with each other. Unity and solidarity also demonstrate the heartfelt connection between the enterprise and customers, demonstrating the company's principle of wholehearted service to customers. In addition, the pattern also uses a symmetrical design form to promote the work to have national characteristics and significance.

4. PAPER CUTTINGS ELEMENTS
Paper Cuttings is a folk art form in China, which has a great connection with the people's life. Paper Cuttings works have a certain vividness, so they are widely used in different design work. In the process of contemporary visual communication design, Paper Cuttings elements have gradually become one of the key design elements. the materials used in Paper Cuttings are relatively simple and do not require much investment, which is welcomed by most people. Therefore, for relevant designers, Paper Cuttings factors should be reasonably integrated into the design work in combination with people's aesthetic standards, so as to design beautiful works. For example, most contemporary businesses refer to local cultural characteristics when establishing their own image, reflecting these characteristics in product packaging to convey local traditional culture. This can attract people's attention to a certain extent and increase the sales volume of local products. Therefore, in the process of visual communication design, scientific use of Paper Cuttings elements can not only make the works diversified and artistic, but also fully promote the inheritance of traditional culture in China and ensure the local scientific development.

5. OPERA ELEMENTS
The development process of traditional Chinese opera culture in China has been relatively long, and the types are relatively diverse, such as Peking Opera, Xiju, Han Opera, Sichuan Opera, Cantonese Opera, Wuju, Lvju, Huaiju, Huizhou Opera, etc. the cultural significance of these plays has a strong analytical and exploratory role, and can be transformed into artistic effects. Among the elements of traditional Chinese opera, facial makeup is an essential component. It is a unique makeup charm in ancient China, which can greatly reflect the personality and characteristics of characters. It has significant visual effects and humanistic sentiments, which also brings strong visual insights to people who love opera. At the same time, traditional Chinese opera characters can be divided into different types of characters, and there are also differences in makeup and styling. Therefore, in visual communication design, the use of traditional Chinese opera elements to extract the artistic connotation of character facial makeup can promote the diversified characteristics of visual communication design to a certain extent, improve the visual effectiveness of works, and thus display effective national culture, Bringing significant visual and cultural experiences to people. Not only that, the costumes and accessories of traditional Chinese opera elements also have many cultural elements. Traditional Chinese opera costumes themselves possess characteristics such as elegance, grace, and beauty, reflecting special artistic beauty and humanistic characteristics, and are widely sought after by the people. In the design work of visual communication, designers should extract the connotation of traditional Chinese opera and integrate unique visual content into the work. This can provide people with strong visual perception on the basis of making the work

have artistic beauty, promote the development of traditional Chinese culture, and display a unique charm.

6. CONCLUSION

The development process of traditional culture in our country is relatively long and diverse in types, which has good analytical and exploratory significance. In the process of visual communication design, the reasonable use of traditional cultural elements can not only enhance the artistic beauty of the work creation, but also to some extent meet people's spiritual needs. Scientific and effective visual communication design work requires the integration of traditional culture, contemporary culture, and audience requirements, and the use of various elements and forms to address the connection between tradition and modernity. At the same time, using elements such as ink painting and traditional Chinese opera, good visual works can be designed to promote people's deeper understanding of traditional Chinese culture.

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Research On the Reform Path of Physical Education Teaching in Universities from the Perspective of Sports Education Integration

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Abstract: In the context of continuously upgrading quality education, schools have also begun to deepen reforms in physical education teaching, and have also proposed a path of integrating physical education with education. Therefore, it is necessary to improve the quality of teachers, determine reform policies, and promote the scientific development of physical education in Chinese higher education institutions.

Keywords: Integration Of Sports And Education; Reform Of Physical Education Teaching; Path

1. INTRODUCTION

After years of educational reform, China's university physical education has accumulated a lot of experience, but some problems have not been fundamentally solved. Therefore, in physical education teaching, the concept of integrating sports and education should be introduced, combined with professional education, in order to establish a new physical education teaching method and improve the physical fitness literacy of college students.

2. TRANSFORM TRADITIONAL SPORTS CONCEPTS

The integration of sports and education is a scientific path for updating university physical education, as well as an innovative teaching method. By integrating the physical education teaching system and personnel, the integration of sports and education can be smoothly and stably operated in universities. For university leaders and sports education authorities, discussions and research activities related to the integration of sports and education can be held, Organize physical education educators and relevant leaders to participate in this learning and discussion, so that they can deeply understand the connotation and value of the integration of physical education and education, and thus have a clearer understanding of the key to improving and updating university physical education teaching. In addition, regular teaching updates meetings on the integration of physical education and teaching will be held with teachers. Based on this, in-depth analysis will be conducted on the improvement and improvement of physical education teaching in universities, and it will be linked to the current advantages of sports projects and venues in the field of sports to establish an education update system suitable for the development of university sports and the learning of physical education for college students. Then, according to the requirements of the diversity standards for sports literacy among college students, the educational objectives and methods are effectively set on the basis of physical education teaching, and the integration of sports and education is reformed to help schools cultivate high-quality comprehensive talents.

3. DETERMINE REFORM GOALS AND SCIENTIFICALLY FORMULATE CURRICULUM

On the basis of integrating physical education and physical education, to carry out improvement and innovation in physical education teaching, it is necessary to first do a good job in the early stage of educational preparation and have a clear teaching policy. Universities have multiple majors, and the differences between each major result in different needs for sports among college

students. Therefore, when formulating teaching improvement and reform policies, it is necessary to scientifically plan teaching policies and curriculum systems based on the sports foundation and individual differences of college students, according to their majors. At the same time, when selecting the content of integrating physical education and education, physical education teachers and counselors integrate the concept of physical education into it based on their own professional standards. This not only helps students with physical training, but also cultivates their moral literacy. Various forms of sports activities are formulated for each student's sports needs.

For example, for traditional Chinese medicine majors in vocational colleges, in the process of integrating sports and education, martial arts and extreme boxing can be used as educational methods to enable students to master sports rehabilitation content related to medicine in sports. At the same time, from the perspective of traditional Chinese medicine, choose a reasonable form of physical education training to closely integrate physical education teaching with medical theory, thereby improving the integration effect of physical education and education. In addition, in the process of developing physical education courses, some sports that modern college students enjoy can be selected. For example, in the integration of physical education in aviation majors, yoga and other activities can be integrated to help them shape, thereby improving the purpose of physical education teaching and the desire of college students to learn.

4. STRENGTHEN THE QUALITY OF TEACHERS AND MEET PROFESSIONAL DEVELOPMENT NEEDS

The educational improvement of "integration of sports and education" is also a new challenge for teachers. In order to comply with the development trend of integration of sports and education, and to form an integrated teaching concept of sports and education, teachers need to strengthen their professional quality and teaching ability, thereby providing assistance for the reform of physical education teaching. Firstly, university physical education teachers need to update their educational concepts and actively learn the idea of integrating sports and education through various means in their spare time, breaking the limitations of their thinking in physical education teaching, so that they can better understand the educational significance of integrating sports and education, and thus establish a new method of physical education. Secondly, physical education teachers must have a comprehensive knowledge reserve in various aspects. the integration of physical education and physical education has higher requirements for the quality of teachers. They need to have both strong physical education knowledge and comprehensive qualities, while also paying attention to the connection between sports and culture. In response to this situation, teachers must improve their learning of various courses and further improve their professional abilities on this basis, in order to enhance the teaching level of "integrating sports and education". Finally, physical education teachers need to have the spirit and courage to constantly update. At present, the updating and improvement of sports education integration is still in a process of exploration, and the specific situation of each university is different. Therefore, the application of sports education integration also varies greatly. This requires physical education teachers to continuously explore and practice, Create a form of sports education that is in line with the characteristics of your school and the personalized development of students. From this, it can be seen that teachers must fully recognize the physical education teaching venues, facilities, and students' physical education learning situation in universities, continuously innovate past educational forms, and utilize the guiding role of the integration of sports and education in teaching reform. Only in this way can the effectiveness of physical education teaching be ensured.

5. THE IMPLEMENTATION OF SPORTS CONCEPTS PROMOTES TEACHING PRACTICE

The research on the integration of sports and education should not only stay at the theoretical level, but also implement the concept of "integration of sports and education" in practice, and formulate practical and feasible implementation strategies. To

address this issue, we can learn from the advanced experience of foreign vocational colleges and offer different and distinctive elective courses for different types of students in the process of basic physical education curriculum education.

For example, teachers can collaborate with surrounding vocational colleges to hold sports competitions and utilize student holidays to build sports competitions between universities. In this process, students participate in sports competitions and take on the responsibility of bringing glory to the school. Their enthusiasm and initiative will be greatly enhanced, which is of great help in strengthening the unity spirit of college students and creating a unique sports image. At the same time, if the school itself has a certain influence, it can also participate in international sports friendship competitions, allowing students to understand the sports culture of different countries, broaden their thinking and horizons. In addition, in the professional sports projects of vocational colleges, a cooperative relationship can be established with domestic sports organizations or enterprises, fully leveraging the role of sports training organizations, improving teaching forms and paths, and providing college students with broader development paths. In the context of the integration of sports and education, it is necessary to strengthen the construction of practical platforms, promote the implementation of ideas, and improve students' professional level and sports skills through the integration of sports and education.

6. CONCLUSION

At present, the application of "integration of sports and education" in the improvement and innovation of physical education teaching in vocational colleges is still in the initial exploration, and further improvement and innovation are needed. Therefore, physical education teachers in vocational colleges need to update their own educational concepts and methods, while also improving their overall literacy, in order to carry out comprehensive reforms in university physical education teaching, cultivate high-quality physical education talents on the basis of the integration of sports and education, and promote the common development of physical education and professional education.

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Exploring the High-Quality Development of Party Building among College Students in the New Era

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Abstract: High quality development is an inherent requirement and inevitable trend of party building work for college students in the new era. Contemporary young college students grow up under the red flag and in the spring breeze, possessing infinite energy and potential. Their existence can promote the better development of party building work among college students in the new era. However, due to the young age and lack of rich experience of college students, there are still some problems that need to be improved in the current party building work. Based on this, this article takes promoting the high-quality development of party building work for college students in the new era as the theme, conducts discussions and research, analyzes the importance of party building work for college students and the current problems, explores the focus points and effective strategies for the high-quality development of party building work for college students.

Keywords: New Era; Universities; Students; Party building work; High quality development

1. INTRODUCTION

In universities, there are many student party members. By promoting the high-quality development of student party building work in the new era, we can cultivate the socialist construction awareness of these student party members and improve their ideological and political qualities. At the same time, the leading role of student party members can inspire non student party members to learn better and work better in the future, laying a solid foundation for more outstanding socialist builders and successors.

2. THE IMPORTANCE OF PARTY BUILDING AMONG COLLEGE STUDENTS IN THE NEW ERA

2.1 Youth Party building work in universities in the new era is an important way to cultivate socialist builders and successors

College students are a group with higher education and knowledge levels, who possess strong learning and innovation abilities. Through party building work, we can guide them to deeply study the theoretical knowledge of the party, enhance their recognition of socialist core values, cultivate their sense of social responsibility and mission, and make them socialist builders with high political consciousness and firm ideals and beliefs [1].

2.2 The Youth Party Building Work in Universities in the New Era is an Important Way to Improve the Ideological and Political Quality of Young Party Members

College student party members are the vanguard members of the Party, and they should have a correct worldview, outlook on life, and values. Through party building work, we can guide them to deeply study Marxist theory, strengthen their understanding and grasp of the party's line, principles and policies, improve their political sensitivity and judgment, enhance their ideological and political qualities, enable them to view the world correctly, recognize themselves, grasp the overall situation, and contribute to the realization of the Chinese Dream of the great rejuvenation of the Chinese nation.

2.3 The Youth Party Building Work in Universities in the New Era is an Important

Way to Enhance the Discipline Concept of Youth Party Members

As a member of the Party, college student party members should strictly abide by the Party's discipline, consciously abide by the Party's organizational principles and various rules and regulations. Through party building work, we can strengthen the education and supervision of party organizational discipline, guide student party members to consciously abide by party discipline, enhance their organizational concepts and disciplinary awareness, and improve their organizational discipline quality.

3. THE PROBLEMS IN THE CURRENT PARTY BUILDING WORK FOR COLLEGE STUDENTS

3.1 Lack of effective organizational guidance

At present, some universities lack effective organizational guidance in student party building work, resulting in low participation of student party members. On the one hand, student party members have limited opportunities to participate in party organization activities and lack effective training and guidance; On the other hand, student party members have a weak willingness to participate in party organization activities and lack a sense of identification and belonging to party organization work.

3.2 Education and training are not comprehensive and in-depth enough

At present, some universities focus on theoretical learning in student party building work, but there are shortcomings in cultivating practical abilities. Student party members need more practical opportunities to improve their practical abilities and sense of social responsibility by participating in social practice, volunteer service, and other activities.

3.3 Lack of innovation and vitality

At present, some university student party building work lacks innovation and vitality, with a single form of activities and similar content. Student party members may lack interest in traditional party building activities and require more innovative and attractive forms of activities, such as conducting themed lectures, symposiums, cultural and artistic activities, to stimulate their enthusiasm for participation.

4. KEY POINTS FOR HIGH QUALITY DEVELOPMENT OF PARTY BUILDING AMONG COLLEGE STUDENTS IN THE NEW ERA

4.1 Strengthen ideological and political education

The foundation for the high-quality development of party building work among college students is to cultivate their socialist core values and correct worldviews, outlooks on life, and values. In this regard, universities should strengthen ideological and political education for students, guide them to establish correct life goals, enhance their sense of social responsibility and mission, and cultivate their patriotism and socialist consciousness.

4.2 Promote the construction of party organizations

The foundation of party building work for college students is the construction of party organizations. In this regard, universities should strengthen the organizational and institutional construction of party organizations, improve the organizational structure and working mechanism of party organizations, and enhance the cohesion and combat effectiveness of party organizations. At the same time, it is necessary to strengthen the education and management of party members, improve their ideological consciousness and organizational discipline.

4.3 Deepening the Integration of Party Building Work and Student Work

The party building work and student work in universities are interrelated and mutually reinforcing. In this regard, it is necessary to strengthen the integration of party building work and student work, incorporate party building work into the entire process of student work, carry out party building activities through channels and platforms of student work, and improve the participation and satisfaction of student party members.

4.4 Strengthening the Combination of Party Building Work and Social Practice

The party building work of college students should be combined with social practice. In this regard, universities should carry out social practice activities to enable student party

members to delve into society, understand social conditions, and enhance their sense of social responsibility and mission. At the same time, it is necessary to strengthen the cultivation of social practice ability for student party members, improve their practical and innovative abilities.

5. EFFECTIVE STRATEGIES FOR HIGH QUALITY DEVELOPMENT OF PARTY BUILDING AMONG COLLEGE STUDENTS IN THE NEW ERA

5.1 Strengthen organizational construction
The high-quality development of party building work in universities requires the establishment of a sound party building organization for university students, improvement of organizational structure, clear division of responsibilities, and enhancement of organizational cohesion and combat effectiveness. At the same time, strengthen the construction of the party member team, enhance party member education and training, and improve the political quality and organizational concept of party members.

5.2 Leading innovative thinking
The high-quality development of party building work in universities cannot be achieved without the guidance of innovative ideas. In this regard, universities need to actively guide student party members to pay attention to national affairs and social hotspots, organize theme education activities, and improve the ideological and political level of student party members. At the same time, encourage student party members to actively participate in social practice activities, enhance their sense of social responsibility and mission.

5.3 Strengthen Party building publicity
The high-quality development of party building work in universities requires strengthening the propaganda work of party building. In this regard, universities use various media platforms to strengthen the promotion of student party building work, and improve the awareness and understanding of student party members towards party building work. At the same time, strengthen the promotion of the Party's theory and policies, guide student party members to correctly understand and grasp the Party's policies and guidelines.

5.4 Promote institutional construction
The high-quality development of party building work in universities requires a sound system like steel. In this regard, universities need to establish a sound institutional system for student party building work, clarify work processes and division of responsibilities, and improve work efficiency and quality. At the same time, strengthen the management of student party members, establish and improve mechanisms for the development, assessment, and rewards and punishments of student party members, and encourage them to actively participate in party building work [2].

5.5 Establishing connections with society
As mentioned above, the high-quality development of party building work in universities needs to be combined with social practice. In this regard, universities should actively establish contacts with various sectors of society, carry out various forms of communication and cooperation, and provide more practical opportunities and development platforms for student party members. At the same time, strengthen employment guidance and entrepreneurship training for student party members to help them better contribute to society.

6. CONCLUSION
In summary, the high-quality development of party building work among college students in the new era has a positive effect. It can cultivate their sense of social responsibility, strengthen their ideological and political qualities, and enable them to abide by organizational discipline. Therefore, universities must fully attach importance to the importance of party building work and contribute to the high-quality development of party building work by taking active development measures. For example, strengthening organizational construction, guiding innovative thinking, strengthening party building propaganda, promoting institutional construction, and establishing connections with society. Only in this way can we achieve high-quality development of party building work in universities.

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Exploring the Application of Big Data in College Student Management

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Abstract: With the continuous development of higher education, society's requirements for higher education are constantly increasing, and the management of college students is facing new challenges. College student management should be continuously optimized and adjusted to meet the current new needs. In the context of informatization, the promotion of modern educational concepts indicates that university student management work should actively utilize advanced technologies, combine advanced technologies such as big data with student management work, and promote the improvement of student management efficiency and quality. Currently, many universities do not have a good understanding of big data technology in student management work, and universities have not been able to deeply explore the value of big data. Therefore, this article will analyze the application of big data in student management work in universities.

Keywords: Big Data; Universities; Student Management

1. INTRODUCTION

In the context of rapid development of information technology, people's daily lives and social production methods have been greatly influenced by information technology, and have undergone significant changes. Especially with the emergence of big data concepts and the application of technology, it has accelerated social development and promoted continuous changes in society. In educational work, information technologies such as big data provide convenience for the development of educational work. For student management work in universities, the use of big data technology can make up for the shortcomings of traditional student management work, improve the effectiveness of student management work in universities, promote more precise student management work, and ensure the objectivity and fairness of student management work, Improve the quality and efficiency of university management work, and serve the learning and life of students in universities. Therefore, the following will analyze the importance of applying big data in college student management and explore the application of big data in college student management work.

2. THE IMPORTANCE OF APPLYING BIG DATA IN STUDENT MANAGEMENT IN UNIVERSITIES

The student management work in universities is a complex task, and student management personnel need to manage the learning, psychological, living, and physical health of students. There are many students in universities, and students have more freedom in the university. It is difficult for student management personnel to comprehensively carry out student management work. the emergence of information technology has made student management work more comprehensive and systematic. Through the construction of an informationized student management platform, student data information is collected and stored in the system, and big data technology is used for analysis and processing. This can greatly simplify student management work, improve the efficiency and quality of student management work, and better serve students.

Secondly, utilizing big data technology can build a database for student management work, uploading various information and data of students to the management platform without the need for paper files for collection and management, making student data information

more secure. the traditional student management work uses paper documents to collect and save student data information, which is very easy to cause the loss of student data information. Uploading this situation to the student management platform will not occur. In traditional student management work, student work involves multiple departments. Therefore, in the process of carrying out student management work, there are problems with the coordination between various departments, and the efficiency and accuracy of student management work are difficult to ensure. In some cases, it may cause delays in student work. By utilizing big data technology, this can be solved. the student management platform provides a platform for cooperation and communication between various departments, greatly improving the coordination of student management work among departments, and naturally making student management work more precise and efficient.

In traditional student management work, in many cases, the development of management work is carried out with more subjective thoughts of management personnel, and the subjective thoughts of management personnel will affect the fairness and objectivity of student management work. For example, in class evaluation work, if all the rights to evaluation are given to the supervisor, then students who have a good relationship with the supervisor will naturally be more likely to receive evaluation, This affects the fairness of student evaluation. By utilizing big data technology, the basic information of students and their performance in school can be presented in the student management platform, which will also become the main basis for student evaluation. This can greatly avoid the unfairness of student management work and improve the fairness and objectivity of student management work.

3. SUGGESTIONS FOR THE APPLICATION OF BIG DATA IN STUDENT MANAGEMENT IN UNIVERSITIES

3.1 Emphasize data mining interaction
To fully leverage the role of big data in student management, it is necessary to do a good job in data mining and interaction. Student

management work encompasses all aspects of students' learning and life in universities, and it involves different departments. In the past, student management departments only focused on data and information management within their scope of work, and there was a lack of coordination between departments. This resulted in each student management department having a one-sided grasp of student data and information, and in order to comprehensively and systematically carry out student management work, It is necessary to comprehensively collect student information, and student management departments should establish a data exchange system to provide a reasonable basis for the development of student management work.

3.2 Putting People First
One of the fundamental purposes of higher education is to cultivate moral character and cultivate students. Universities bear the responsibility of guiding the healthy development of students' thinking and values. Therefore, when using big data technology to carry out student management work, comprehensive analysis of student learning data, life data, etc. should be carried out, and supervision and management of student learning and life should be carried out. With the support of the people-oriented concept, students should be correctly guided to grow and develop, In the process of student management, it is necessary to combine big data analysis to analyze the actual situation and needs of students, try to meet their needs as much as possible, and provide timely assistance to students.

3.3 Analyze student behavior data and achieve fair management
The behavior data of students must reflect their actual situation, which is an important basis for fair student management work. Therefore, in the process of carrying out student management work, it is necessary to pay attention to the analysis and application of student behavior data. By analyzing and utilizing student behavior data, analyzing their performance in daily campus life, and gaining a detailed understanding of students, we can use their behavior data as a basis for objective evaluation and ensure fairness in student evaluation. For example, when evaluating

excellence, one can combine student behavior data to analyze their performance as one of the criteria for evaluation.

3.4 Pay attention to the physical and mental health of students based on their health data

The mental health of students is a key focus of student management work in their college life. Traditional student management work is difficult to detect students' psychological problems. However, by using big data technology, students can independently complete psychological health testing questionnaires, so that universities can know their psychological status and provide timely psychological counseling to students. At the same time, universities can also transfer students' physical testing data to databases, analyze their physical condition, and urge them to change their physical condition through exercise to improve their physical fitness.

4. CONCLUSION

Overall, big data has very high application value in student management work. Universities should make good use of big data to carry out student management work, improve the quality and efficiency of student management work, better serve students, and enable students to grow healthily in the university campus.

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Reform of Accounting Teaching Methods in Higher Vocational Education from the Perspective of Practical Teaching

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Abstract: With the development of the economy and social progress, there are higher requirements for the accounting profession. When carrying out accounting teaching in vocational colleges, it is necessary to update the current accounting teaching methods to ensure that the accounting talents cultivated have strong professional qualities. This article briefly introduces the role of teaching reform in vocational accounting teaching, analyzes the problems existing in vocational accounting teaching, and explores the reform measures of vocational accounting teaching methods from the perspective of practical teaching. It is hoped that this can provide conditions for the smooth implementation of vocational accounting teaching reform.

Keywords: Practical Teaching; Vocational Education; Accounting; Teaching; Reform

1. INTRODUCTION

When carrying out teaching work in vocational colleges, not only should theoretical teaching be put into practice, but also efforts should be made to carry out practical teaching, enhance students' hands-on ability, and ensure that there are sufficient technical talents as guarantees for social development. Through practical activities, students can improve their adaptability to job positions and lay a solid foundation for their future development.

2. THE ROLE OF TEACHING REFORM IN VOCATIONAL ACCOUNTING TEACHING

Accounting is crucial for promoting economic development, and the implementation of various economic activities requires accounting support. For example, when making decisions and safeguarding the rights and interests of relevant personnel, accounting personnel must provide their opinions. With the further deepening of economic reform, all enterprises need to keep up with the times and update their existing business and management models. If the accounting industry continues to use its original office methods, it will be difficult to adapt to the development needs of enterprises in the new era, and over time, it will be eliminated by the times. Therefore, it is necessary to reform accounting teaching methods.

With further exploration, vocational colleges in China have moved towards diversified development, paying more attention to cultivating professional talents with strong overall strength. With the improvement of information technology, technology can bring convenience to people while achieving lifelong education goals [1]. In the process of development, vocational colleges have also recognized the importance of education. Firstly, accounting talents under the traditional model are no longer able to provide guarantees for the development of corporate financial work. With the application of various types of office software, bookkeeping has become easier and more convenient. Accountants can not only be responsible for reimbursement, but also carry out supervision and accounting, providing support for enterprise decision-making. Therefore, when carrying out accounting teaching in vocational colleges, it is not only necessary to do a good job in traditional teaching, but also in modern enterprise management teaching to help enterprises clarify their development path.

3. THE PROBLEMS IN VOCATIONAL ACCOUNTING TEACHING

In the new era, vocational accounting teaching has achieved some results, but there are still many shortcomings that need to be explored by relevant personnel. Vocational accounting teachers can summarize common problems in the accounting teaching process into the following points:

3.1 Emphasize theoretical teaching

Because most vocational colleges still adhere to outdated teaching methods and fail to innovate teaching content when carrying out accounting major teaching, it leads to only emphasizing theoretical knowledge promotion and neglecting practical teaching in education. With the further development of the accounting profession, teachers have not respected the subject status of students, resulting in accounting courses being relatively dull and unable to enhance students' enthusiasm for learning. Although this teaching model can enhance students' theoretical knowledge reserves, it is difficult to adapt to job positions in a short period of time. Traditional teaching methods are difficult to enhance students' innovative literacy and practical operational abilities. Therefore, there is a gap in the education level and expectations of accounting professionals in vocational colleges.

3.2 The practical level of students outside of school needs to be improved

When vocational colleges carry out accounting teaching, they may choose to sign practical agreements with other industries in order to enhance students' practical literacy. However, because accounting work requires participation in the actual business activities of the enterprise, the enterprise has not provided students with opportunities for practical operations. Over time, the value of practical activities will be difficult to reflect and cannot enhance students' practical literacy [2].

3.3 The teaching methods used lack novelty

Analysis of the current situation in vocational accounting teaching reveals that there is a certain degree of lag in the teaching methods used, outdated teaching content, and the need for innovative teaching tools. Moreover,

teachers lack the concept of self-directed learning, making it difficult for them to master new knowledge during the teaching process and provide support for the personalized development of students.

4. REFORM MEASURES OF ACCOUNTING TEACHING METHODS IN HIGHER VOCATIONAL EDUCATION FROM THE PERSPECTIVE OF PRACTICAL TEACHING

4.1 Strengthening the connection between theory and practice

The practicality of accounting profession is relatively strong and needs to be applied. Therefore, when carrying out education and teaching, it is necessary to shift the emphasis from theory to practice. When carrying out accounting teaching in vocational colleges, it is necessary to use new teaching materials to ensure that students' practical operational abilities can be enhanced and improve their adaptability to the job. Vocational colleges can start accounting teaching from the following points: first, analyze the development of the accounting market and the new needs for accounting talents, formulate suitable teaching plans, and ensure that students can better adapt to their job positions. Secondly, it is necessary to increase the proportion of practical courses and ensure that the key to course teaching lies in enhancing students' hands-on skills, laying a solid foundation for their subsequent development.

4.2 Intensify efforts to carry out off campus practice

To improve the teaching quality of accounting majors in vocational colleges, it is necessary to carry out extracurricular practice in various ways to ensure that students' practical operational abilities can be enhanced. While enhancing their professional literacy, it also promotes their comprehensive development.

4.3 Targeted course setting

When carrying out teaching in the accounting major of higher vocational education, it is necessary to consider the teaching objectives that need to be achieved, optimize the existing curriculum system in a targeted manner, carry

out course planning reasonably with the support of modern equipment, increase the proportion of practical courses, and ensure that students can have strong practical literacy through learning. In addition, when carrying out education and teaching, it is necessary to increase efforts to introduce accounting related cases, ensuring that students can form a deeper understanding of accounting professional knowledge and skills, and flexibly apply them.

4.4 Applying modern teaching measures

When carrying out accounting teaching in vocational colleges, it is necessary to apply modern teaching methods such as multimedia to reduce the difficulty of students interpreting theoretical knowledge. Teachers should add videos, small animations, etc. when making courseware to make the classroom more interesting. While improving students' learning initiative, teachers should also help them form a clear understanding of accounting processes and help them achieve better development in the future [3].

4.5 Building a comprehensive assessment system

Conducting written exams can only provide an understanding of students' knowledge reserves in textbooks, lacking channels to understand their actual operational abilities. Therefore, in practical assessments, teachers should strengthen the connection between theory and practical operation, enhance students' practical abilities, and ensure that students can have a strong sense of cooperation.

When assessing students, teachers should not only focus on their theoretical knowledge reserves, but also pay attention to their actual operational situations. When carrying out practical activities, teachers should analyze the situation of students from different perspectives, such as their training attitudes and summaries, and conduct evaluations from an overall perspective to ensure that the assessments are fair and objective.

5. CONCLUSION

Based on the above analysis, when carrying out the training of accounting professionals in vocational colleges, it is not only necessary to implement theoretical knowledge teaching, but also to enhance their practical operation ability, provide students with practical opportunities, ensure that students can adapt to their job positions in a short period of time, and clarify their subsequent career development goals. In addition, practical teaching should be combined with practical work to enable students to achieve better development.

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Exploring the Path of Rural Economic Revitalisation and Cultural Communication in the Age of Self-Media--Taking Zibo City as An Example

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Abstract: The importance of "three rural" self media in rural economic development, rural culture dissemination and rural spiritual civilisation construction is becoming more and more prominent. This paper is based on the operation of the "three rural" self-media bloggers who have more than "100, 000+" fans on the Jitterbug platform in Zibo, analysing the role and problems of the self-media in rural economic revitalisation and cultural dissemination, and exploring the path of the self-media to promote rural economic revitalisation and cultural dissemination. It will explore the path of self media to promote rural economic revitalisation and cultural dissemination.

Keywords: Zibo City "three rural" short video blogger; Rural economic revitalisation; Cultural communication

1. RESEARCH BACKGROUND

The 51st Statistical Report on Internet Development in China points out that "as of December 2022, the number of Internet users in China reached 1.067 billion, and the number of mobile phone users reached 1.065 billion. the number of rural Internet users in China reached 308 million, accounting for 28.9% of the total number of Internet users. " Smartphones and all-encompassing network coverage have led to the rapid rise of self-media. Self-media has not only enriched people's lives, but also formed a unique self-media economic industry. Short self-media videos of the "Three Rural Issues" have also emerged, with agriculture, the countryside and farmers as the main focus and content. the

importance of the "three rural" selfmedia in rural economic development, rural cultural dissemination and the building of rural spiritual civilisation is becoming more and more prominent.

In August 2020, in order to support the content creation of the platform's three farmers' self-publishing media, Jitterbit launched the "New Farmer Programme" and the "Entry Gift Pack" to encourage farmers' bloggers to enter the platform, and the "Farmer Scoreboard" to encourage farmers' bloggers to create, and the "New Farmer Recommendation Officer" to help more good products to be seen, giving "three farmers" creators support in various forms. the "Farmer Scoreboard" encourages the creation of farmer bloggers, and the "New Farmer Recommendation Officer" helps more good products to be seen. Various forms of support are given to the creators of the "Three Rural Areas", so that more people can see the beautiful countryside, and more people can discover the beautiful agricultural products. In June 2022, Dong Yuhui was selected by the East after the fire, but also attracted more Shake Voice users, making Shake Voice become one of the top traffic platforms. the three agricultural bloggers on this platform are representative.

2. ZIBO CITY, "THREE RURAL" SELF-MEDIA SHORT VIDEO DEVELOPMENT STATUS QUO

Zibo City, currently living in the countryside, to shoot rural life, rural food, spread rural culture and continue to update, the amount of silk in the "100, 000 +" more than the representative of the "three rural" short video

blogger mainly "Jiu Yue's" "happy life" "mountain sister" "Farmer Yingzi" "food Xiaoxi Happiness of life", "mountain sister", "Farmer Yingzi", "food Xiaoxi" and so on.

Although the number of works of these bloggers are very different, but the shooting style, content is basically similar: First, the rural life category, combined with their own life in the countryside, to share the planting of vegetables, orchard management and picking, reservoirs and fish ponds, fishing, catching the market, and other unique life in the countryside; the second is the family food category, the main filming of home-cooked food, rural specialties, and the process of making Netflix food; the third is the family's daily life story category, mainly to show that family and neighbourhood anecdotes are the main, in order to attract fans, but also to add a lot of humourous and funny elements, "Food Xiaoxi" blogger is more obvious in this regard, and his fan base is also the largest.

From the videos posted by bloggers, you can see that food is the easiest way to attract fans and get the number of likes. However, the video that can really cause a fire is not necessarily food, but a video that can resonate with netizens' emotions. the key conditions of good video content provide users with emotional value. The popular "three agricultural" short videos can also spread because they can empathise with netizens and provide emotional value to users.

3. ZIBO CITY, "THREE RURAL" MEDIA DEVELOPMENT HAS ITS OWN SHORTCOMINGS AND SHORTCOMINGS

3.1 Compared with other well-known "three rural" short video IPs on the Shake Voice platform, the characteristics are not distinctive enough, and the video viewing degree is not enough. There are more imitations and less innovations.

3.2 Attracting followers while adding drama and losing their own character development and moulding in the rush to cash in. There is a move towards entertainment by some bloggers, but spoofing does not currently exist.

3.3 "Zibo barbecue" huge flow did not give "three agricultural" short video bloggers to bring big impact. Zibo barbecue in March 2023 after the fire, the above four bloggers have sent homemade "Zibo barbecue" video, but the number of views and likes are not high. Several bloggers basically also produced videos of Zibo's speciality foods such as Boshan jerky, fried pot cake, purple rice cake, etc., but the spread and influence was not great.

3.4 Lack of display and dissemination of outstanding rural culture. "Three rural" short video, not only is the rural landscape, daily life recorders, it is also the order of rural rituals and customs, folklore, is the display of the rural spirit. Blogger "Jiu Yue's happy life" her work connotation is richer, she put the rural landscape, food, clothing, objects and other material content, and rural traditional customs, civilised culture, kinship and other spiritual content, the video content of the shooting shows the countryside simple family has contradictions and full of love life. Good qualities such as hardworking and capable, simplicity and kindness are all reflected. the number of spreads and likes of her video is relatively high. Other bloggers have done a poorer job of showing the good countryside culture.

4. EXPLORING THE PATH OF RURAL ECONOMIC REVITALISATION AND CULTURAL DIFFUSION

4.1 Focus on innovation and local characteristics to create a distinctive personal brand

In recent years, Zibo City to create a national historical and cultural city, Chinese outstanding traditional culture "two" benchmark city, internationally renowned tourist destination city as a guide, to create a new high ground of culture and tourism. Focus on building the "Qi Feng Xiangyun" brand, the implementation of rural tourism quality enhancement action, promote the integrated development of culture and tourism and education, recreation, agriculture, etc., the implementation of study tours, camping tours, recreation tours, agricultural and cultural tourism, and rural revitalisation of the empowerment. "Three agricultural" media bloggers can take the initiative to approach government projects, combined with local

rural characteristics, to form their own distinctive brand.

4.2 Incorporating the excellent traditional culture of the countryside into the video to improve the video quality and gain long-term development.

the content of "three rural" self-media short videos is a tangible way of carrying rural culture. It not only carries the material contents such as rural landscape, food, clothing, architecture and objects, but also the spiritual contents such as traditional rural rituals and customs, civilised culture and kinship relationships. Relying on the advantages of self-media, culture can not only be widely disseminated and gain a lot of attention, but also help to revitalise the forgotten rural culture and obtain long-term development through diversified language exchanges and collisions.

4.3 The government should increase policy support and guidance

The revitalisation of the countryside is a major national project that requires the joint efforts of the Government, society and individuals. the Government should pay more attention to the creators of the "three rural areas", helping them to enhance their sense of entrepreneurship and wealth, master advanced technologies, develop market awareness and establish innovative concepts, in order to promote their longer-term development in the "three rural areas". In terms of technology, the government can give full play to the advantages of local schools and technical experts to provide technical training to "three rural" creators, update their mindset, and encourage them to tap into the natural advantages and material resources such as local natural scenery, folk culture and local customs, so as to increase the influence of the content of "three rural" short videos. (c) Encouraging them to explore natural advantages and material resources such as local natural scenery, folk culture and local customs, so as to increase the impact of "three rural" short videos.

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English Teaching in Vocatinal College by Multimedia

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Abstract: The paper starting from the higher vocational English teaching situation, through the multimedia teaching, combining with the teaching practice, analyses how to use multimedia and other modern technical to support higher vocational English teaching and to design students' autonomous and cooperative learning pattern and network aided learning mode, in order to improve students' interests and enthusiasm to learn English more effectively, thus to promote vocational college English teaching.

Key Words: Multimedia Teaching; Vocational Enlgish Teaching; Application Of Course Website

1. INTRODUCTION

In recent years, with the progress of information technology, multi-media teaching has emerged, which has injected new vitality into the reform of English teaching in higher vocational colleges. At present, one of the requirements of English curriculum reform in higher vocational colleges is to construct a new teaching mode suitable for students individualized and autonomous learning by using modern teaching methods such as computer and network technology.

2. THE PRESENT SITUATION OF ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

At present, our country's higher vocational education occupies half of China's higher education, higher vocational colleges should train high-quality skilled professionals, according to the requirements of the education committee, higher vocational education with Chinese characteristics must serve the development of regional industry, improve students' professional ability and employment quality, cultivate students' ability of teamwork and

effective oral communication We should integrate"Teaching, learning and doing", strengthen teaching interaction, and encourage students to obtain relevant vocational English proficiency certificates. How to improve students' English level in higher vocational colleges, if a real language learning environment is created, the development of computer-assisted foreign language learning environment and teaching mode provides the possibility for the realization of this goal.

3. THE ADVANTAGE OF MULTIMEDIA ENGLISH TEACHING

Multimedia is the use of computers and related technical equipment for graphics, text, audio, video and other media information processing, will be a variety of teaching information organic combination together for the purpose of teaching services. Different from the traditional classroom English teaching, the study of grammar rules and the mastery of language use rules often appear disjointed phenomenon. the integration of multimedia and computer can provide a more real and natural teaching environment for English classroom teaching activities, and teachers are more natural when designing tasks and situations. This kind of real situation can effectively stimulate students' desire for language communication, enable them to speak English actively, and learn to use appropriate language to communicate in different communication situations, thus gradually realize in the actual English communication activities to use freely.

4. THE DESIGN OF ENGLISH TEACHING MODE UNDER THE MULTIMEDIA TEACHING ENVIRONMENT

To language teachers, instructional design is no stranger to us. Under the guidance of

Situation Analysis and teaching objectives, the computer-assisted foreign language teaching (Cai) model is becoming mature and diversified, the establishment of the multimedia language laboratory provides students with a unique learning environment, students can record equipment and personal terminals, self-learning, testing; Also can request the teacher's assistance through the pager, under the network environment the individual study also may enable the student to obtain the richer information resources, arouses the student study enthusiasm greatly. For example, the author's college, in the medical industry for students to carry out training in English knowledge, in addition to normal teachers to explain, the students every week to leave about three hours of time, free access to the computer, voice and text files on demand, further study the English knowledge of the industry, strengthen the pronunciation and listening training. On the other hand, teachers can divide students into groups, set up situations and assign tasks according to the actual teaching needs, improve students' interest in learning and the ability to collect information and analyze problems.

According to the content of English learning, we can divide it into vocabulary learning, discourse learning and audio-visual-oral learning to explore how to teach English with the help of multimedia.

In the multimedia language laboratory environment, the teacher can set up a test system to test the students' memory of words, stimulate the brain to the degree of familiarity with words, through a large number of repeated input and application of English words and knowledge into the learner's own knowledge. The use of a multimedia environment to organically link input and output avoids the Zhao Kuo of students who can only analyze sentences in a study article, rather than using them. "Interest is the best teacher, says Einstein, and the greater the interest in a language, the greater the motivation to learn, and the positive attitude to learn and understand the language and culture. Therefore, to create a good environment to stimulate students' interest in learning English.

5. CONCLUSION

It should be noted that English is different from other subjects, as a language, it has a strong communicative and usability, so there are some problems in the integration with information technology, the role of Information Technology assisted instruction and network teaching in English classroom teaching can not be replaced by traditional teaching media, but it does not mean that computer multimedia can replace all other teaching media. If all the content is done with the help of a computer, from the surface, students' interest seems to be very strong, but in fact is watching the show. Students in such a classroom to focus on the dazzling pictures, animation, sound, teaching information in the process of passing to the students in the interference is much more than the traditional classroom, students' intake of language materials is much smaller, so it is impossible to train students' language ability effectively in the limited classroom. Therefore, information technology is also a"Double-edged sword. ". the function of information technology should be orientated on"Assistant" in information technology assistant teaching. Teachers using information technology in English classroom teaching can not covet information technology vivid, convenient and delusional use of information technology instead of chalk and Blackboard. Teachers should start from giving full play to students' subjective role, from cultivating students' innovative ability, from optimizing the teaching process, and from helping students master English more and better, the Principles of practicability, appropriateness, comprehensiveness, assistance and inspiration should be strictly followed, and the advantages of modern information technology assisted teaching should be brought into play to realize the rational integration of modern information technology and English teaching.

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On the Role of Ideological and Political Education in College Students' Employment Guidance

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Abstract: As the main battlefield for talent cultivation, universities, through the continuous implementation of ideological and political education, truly cultivate professional talents suitable for the development of contemporary society. As a university ideological and political teacher, based on the current development and behavioral changes of college students, I truly realize the importance of establishing ideological concepts and cultivating speech and behavior habits, and point out a new path for the future healthy development of college students. Employment is a necessary path for college graduates and a crucial step for them to enter society, and the effectiveness of employment guidance directly affects the smooth employment of students. Simply put, there is a close relationship between ideological and political education in universities and employment guidance. Therefore, this article explores the role of ideological and political education in the employment guidance of college students for reference.

Keywords: Universities; Ideological And Political Education; Employment Guidance For College Students; Role

1. INTRODUCTION

Ideological and political education is an important way for universities to cultivate high-quality talents, which directly affects the comprehensive quality level of students and their future healthy development. Employment guidance is an important component of today's higher education and teaching system, and it is also a necessary step for college students to go through. It is closely related to ideological and political education. Therefore, in this situation, this article focuses on clarifying the role of ideological and political education in college student employment guidance, so as to reflect the educational significance of the two in practice and lay the foundation for achieving educational goals.

2. ASSIST STUDENTS IN UNDERSTANDING THE SOCIAL EMPLOYMENT SITUATION AND CLARIFY THE DIRECTION OF EMPLOYMENT PLANNING

On the premise of ensuring that students have a high level of quality, ideological and political education in universities should also provide certain assistance to improve their cultural quality and promote their healthy development. Based on the current development situation of social industries, China's higher education industry is facing numerous challenges, especially under the influence of the dynamic talent market, which has a significant impact on the employment rate of students. This situation not only prevents students from obtaining real-time information on the talent market, but also greatly disrupts the quality of talent cultivation in universities. In the face of this situation, universities usually adopt the method of ideological and political education teaching to assist students in understanding the current employment situation from multiple perspectives, establishing a correct employment concept, and fully realizing the importance of the reform and implementation of the employment market system in the teaching process, making the future employment planning direction of students clearer and more accurate. the vast majority of college students only superficially study ideological and political knowledge points,

while some teachers often follow books to save time and fail to make students aware of the importance of forming employment ideas [1]. Based on this, universities should attach great importance to this phenomenon, require teachers to change their teaching concepts, use new teaching models to explain ideological and political knowledge points, instill correct employment ideas in students, and use multimedia, network technology, etc. to observe the current development of the employment market with students, grasp the actual changing situation, organize students to carefully plan employment directions, and adjust employment goals appropriately. Not only that, the selection of employment positions is also the key to improving the employment rate of students. Teachers play a guiding role, consider the professional abilities of different students to help them screen suitable employment positions, and reduce the employment pressure on local governments, truly presenting a harmonious development situation. Teachers are the guides of teaching activities, especially in ideological and political teaching activities, by participating in market research activities to understand the employment situation in real time, collecting a large amount of employment information widely, and relying on their professional knowledge to collect a lot of professional information, accurately positioning the main industries in the market, achieving detailed analysis and research, providing students with a broader employment platform, and enabling them to have good employment and entrepreneurship. In addition, during the process of ideological and political education, teachers have real-time understanding of the employment policies and guidelines proposed by relevant departments, and provide reasonable answers to various questions arising from student interviews or career choices, enabling students to respond to problems in a timely manner and make accurate decisions when encountering large-scale employment scenes, thereby improving the success rate of employment.

3. SHAPING A CORRECT OUTLOOK ON EMPLOYMENT AND CAREER SELECTION, IMPROVING SOCIAL ADAPTABILITY

The implementation of ideological and political education in universities has a positive impact on the psychological quality of college students. Through long-term education, students can unconsciously cultivate their ability to resist setbacks and setbacks, which is beneficial for graduates to survive in difficult employment environments, greatly improve their social adaptability, and is of great significance for their comprehensive development. At the same time, it can also meet the needs of different industries and enterprises for talent positions. Therefore, in the specific process of carrying out ideological and political education, emphasis is placed on helping students establish correct employment and career choices, with the main focus on the following aspects:

Firstly, ideological and political education can help students enhance their self-confidence. During the student internship interview process, being able to maintain a calm mind and communicate with the interviewer plays a decisive role in the student's employment level. the reason is that the vast majority of interview times are relatively short, and interviewers can only gain a rough understanding of students through brief interviews, which cannot guarantee precise and clear mastery. And the professional abilities of the students still need to be tested. If the students show too much confidence, it is likely to leave a proud impression on the interviewer. They believe that their professional foundation is not solid, but in reality, they will have strong work potential and make a huge contribution to the future development of the company [2].

Secondly, improve the social adaptability of college students. As a university teacher, I am well aware that evaluating a student's employability is a part of the assessment criteria. If faced with students with strong social adaptability, they are prone to forming good coexistence relationships with colleagues in their daily work, being like fish in water in the collective, improving work efficiency, and bringing many benefits to the enterprise. So it is required that universities carry out ideological and political education, focusing on cultivating students' problem-solving and decision-making analysis abilities, and being able to timely identify risks or crises in work, propose the best optimization plan, and

maximize the reduction of enterprise cost losses.

4. RECONSIDERING ONESELF AND BUILDING SELF-CONFIDENCE

When college students officially enter society, teachers and students need to jointly understand the changing market situation, scientifically evaluate the development of various industry positions, understand the characteristics and content of each position's job, and based on this, consider their own abilities to clarify future development goals and make detailed plans for future development. Understanding oneself among college students can enhance their self-confidence, tap into their professional potential through ideological and political education in universities, and provide great help for their comprehensive development. So, ideological and political education can to some extent maximize the improvement of ideological errors in college students' self-awareness and social cognition, use various channels to change their own cognitive views, treat society and life again, and truly understand the relationship between personal interests and social interests [3].

5. CONCLUSION

As explained in the previous text, based on the current overall social development situation, the development speed of different fields is accelerating, and the demand for talents in various industries will also undergo significant changes, which puts forward strict requirements for education in universities.

Against the backdrop of rapid technological advancement, various industries and positions attach great importance to the ideological consciousness and comprehensive quality of talents. As a key factor for universities to achieve their educational goals, ideological and political education will also demonstrate its value in specific education. It will assist and promote employment guidance work, becoming one of the necessary links for students to establish a social foundation, Therefore, further exploration is needed regarding its role in employment guidance, in order to make significant contributions to meeting the talent needs of various industries in society.

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The Living Inheritance Path of the Washing Horse lantern Festival Under the Vision of The Community of Human Destiny

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Abstract: By using the method of literature, field investigation and expert interview, this paper studies the inheritance of the vitality of the washing Horse lantern Festival from the perspective of the community of human destiny, and makes a breakthrough in clarifying the factors restricting the development of the washing Horse lantern Festival. the results show that since the 21st century, the Lantern Festival has become an indispensable project for local people's Lantern Festival activities. However, in the development of the horse Lantern Association, there are still disadvantages such as insufficient government support, shortage of inheritance funds and fault of inheritors. In response to these disadvantages, the active inheritance path of "adhere to dialogue and consultation, build a peaceful living inheritance environment", "adhere to cooperation and sharing, create a prosperous living inheritance scene", "adhere to exchanges and mutual learning, promote the innovative development of living inheritance", "adhere to green and low-carbon, form an environmentally friendly living inheritance mode" is proposed. This not only has practical guiding significance for promoting the inheritance and development of the horsewashing Lantern Festival, flourishing local culture, and thriving local tourism economy, but also has a promoting role for the inheritance and development of other traditional folk sports activities in China.

1. PREAMBLE
1.1 Research background and status quo
1.1.1 Research background

Since the white paper "China's Peaceful Development" [1] in 2011 proposed to seek new connotation of common interests and common values of mankind from a new perspective of "community of shared future", the report of the 18th National Congress of the CPC in 2012 proposed that "we should advocate the consciousness of a community of shared future for mankind and take into account the legitimate concerns of other countries while pursuing our own interests" [2]. Subsequently, the 20th Report of 2022 also established the national policy of "promoting world peace and development and promoting the building of a community with a shared future for mankind" [3]. At this point, the theory of a community with a shared future for mankind has been widely implemented. However, the important source of the theory of community of human destiny is traditional Chinese culture; Rather than material cultural heritage, it is an important part of traditional culture. Therefore, the construction of the community of human destiny is inseparable from the precious intangible cultural heritage of traditional Chinese culture. As an important part of our traditional culture, the horsewashing Lantern Festival has certain cultural value. However,

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due to various reasons, the inheritance of the horse lantern washing will not be satisfactory. Below, from the perspective of the community of human destiny, try to explore the living inheritance path of the horse Lantern Washing.

1.1.2 Basis of topic selection

Based on the vision of a community with a shared future for mankind. Based on the vision of a community with a shared future for mankind, promote the construction of a Chinese national community, so that the heritage value of traditional culture can be resonated. [4] the report of the Party's 20th National Congress once again proposed "promoting cultural self-confidence and self-improvement", pointing out the development direction for the rejuvenation of fine traditional Chinese culture. [5] the governance of a community with a shared future for mankind as a modern civilization is not inconsistent with traditional culture. "Protecting the heritage of rich traditional culture provides a foundation for the modernization of governance, which should draw on the experience and wisdom contained in traditional culture. " [6] This topic studies the inheritance path of the horsewashing Lantern Festival from the perspective of the community of human destiny, conforming to the trend of historical development.

Based on the needs of national development. After the 21st century, the state attaches more and more importance to traditional culture. [7] "In 2021, the Ministry of Culture and Tourism issued the 14th Five-Year Plan for the Protection of Intangible Cultural Heritage (referred to as the Plan). " [8] Horsewashing Lantern Festival, on October 22, 2013, was included in the fourth batch of intangible cultural heritage list of Hubei Province, which is based on the needs of national development, and this research conforms to the needs of national development.

Based on the demands of the Times. the washing Horse lantern Festival has a history of more than 300 years and has become an indispensable part of local Lantern Festival activities. Over the years, due to the weak awareness of protection and inheritance, and the difficulty of implementing national policies in place, the horse Lantern Washing will protect and inherit and face many difficulties. This study conforms to the requirements of the Times.

1.2 Research purpose and significance

1.2.1 Research purpose

This study, based on the needs of China to build a community of human destiny culture, takes China's excellent intangible heritage as the foundation, analyzes the development status of the washing Horse lantern Festival, and puts forward the living inheritance path of the washing Horse lantern Festival, in order to promote the inheritance and development of the washing Horse lantern Festival.

1.2.2 Research significance

Theoretical significance. the first is to clarify the evolution of the washing Horse lantern Festival as a breakthrough, from the perspective of its timely value, under the concept of human destiny community, which content of the washing Horse lantern Festival? How to effectively inherit? This has theoretical significance for constructing the inheritance system of horse washing lantern. the second is to closely follow the characteristics of the human destiny community and explore the specific path of the living inheritance of the washing Horse lantern Festival under the vision of the human destiny community.

Practical significance. the first is to make an in-depth study of the rheological law of the horse washing and Lantern Association, which is of practical significance to promote the protection, inheritance and development of the horse washing and Lantern Association. the second is to study the characteristics of the horse-washing Lantern Association from the perspective of custom, uniqueness and nationality, which has practical significance to enrich the festival cultural life of Xishui villagers and prosper the local economy.

2. RESEARCH OBJECT AND METHOD

2.1 Research object

The research object of this paper is Xishui County horse washing Lantern Festival.

2.2 Research Methods

2.2.1 Literature method

The literature related to the research project was collected through Jiki network, Wip network and Wanfang database, and the collected data were summarized and sorted out.

2.2.2 Field study method

Going deep into Xiishui County, Xiishui County Culture Hall, Xihima Town Culture Palace, Xiishui County intangible Cultural Heritage Exhibition Hall, Xihima Town Folk Culture Hall and other places to carry out field research and investigation. Understand the development process, current situation and predicament of the Horse Lantern Washing club, and collect and sort out the first-hand investigation data obtained.

2.2.3 Expert interview method

The inheritors and craftsmen of the Horse Lantern Washing Association were interviewed face-to-face or by telephone, and the first-hand research information was obtained by means of written records and audio recording.

3. CONNOTATION OF A COMMUNITY WITH A SHARED FUTURE FOR MANKIND

"The so-called community of shared future for mankind is a community consciousness and action to promote global sustainable development from the standpoint that the interests of all mankind are related and the destiny is linked. " [9] "Building a community with a shared future for mankind must be pursued simultaneously from the perspectives of economy, politics, culture, ecology, etc. " [10] According to these dimensions, it has four connotations.

First, adhere to dialogue and consultation to build a world of lasting peace. "Lasting peace is a prerequisite for the development and prosperity of all countries, and dialogue and consultation is the solution to peace for all countries in the world. " [11] Second, we need to pursue cooperation and shared benefits to build a prosperous and secure world. Only through joint contribution, sharing and win-win cooperation can we build a "governance pattern of universal security and an economic system of common prosperity" [12]. Third, we need to build an open and inclusive world through exchanges and mutual learning. Exchanges and mutual learning, "promote dialogue between different civilizations and different development exchange modes, learn from each other through competition and comparison, and develop together through exchanges and mutual learning" [13]. Fourth, adhere to green and low-carbon, and build a

clean and beautiful world. "The concept of a community with a shared future for mankind emphasizes that economic development and ecological protection are not separate and opposed, but can go hand in hand, and 'clear waters and green mountains are gold and silver mountains'" [14]. To achieve the sustainable development of the world with a green and low-carbon lifestyle.

4. THE ORIGIN AND CHANGE OF THE HORSE LANTERN WASHING PARTY
4.1 Origin

There are two origins of the horse washing festival.

One is from the marriage between the two clans of He Ye. During the Kangxi years of the Qing Dynasty, Ye had created a Xima River bridge, which was damaged by floods in the Qianlong Yiyou year, and then the two families became married and jointly funded the reconstruction of the Xima Bridge. According to the Ye people, the Ye and He families lived across the river and married during the Qianlong period. On the day of marriage, the daughter of the Ye family was unwilling to go to the car. Father asked the reason, the daughter cried for Ye Fu to build a bridge to facilitate the return home. Ye Fu afraid of delay, hurriedly agreed. Later, before the two families repaired the bridge, "Worshiping incense and praying on an auspicious day moved the holy. " According to legend, at noon of that day, an old man rode a white horse back and forth under the bridge, twice to the west through the east bank, east through the west bank, the horse walked on the water and jumped, the horse stood under the bank of the west bank, the old man sat on the pagoda stone table, the worker came forward and asked: 'Ask the old man, see if this bridge can be repaired? the old master said, "We must repair the foundation of the bridge and follow the footsteps of the horse. " After that, the horse jumped ashore, and the old man rode a white horse into the street without a trace. Urgent ask street neighbors, etc., all said do not know also. A rumor of all the family name, all know, there is said that the Lord of the Xishan Temple King show holy, should be holy God, blessing according to my land also. East and west sides, He Ye two ethnic groups, successive marriages and friends, Qinjin

friendship. To this end, the two families agreed to rebuild the bridge. He Xiuxi seven blocks, Ye Xiudong thirteen blocks, the length of the bridge is a total of 20 blocks, engraved with the inscription, the bridge was completed in Qianlong Wu Zi year Meng Chunyue "[15]. Later, due to the completion of the Spring Festival, people held a Lantern Festival in the Lantern Festival to commemorate the achievements of the He Ye two families. This is the earliest origin of the horse lantern washing. the second is from Pei's brother Jiangxi adventure. According to the old generation of Hu Jia Ao, Xiao Jia ao oral, according to legend, in the middle and late Qing Dynasty, Hu Jia Ao has two brothers surnamed Bae in Jiangxi to do the bamboo artisan, stay at night in a local dragon temple, see the wall bamboo 籀 shining, that the spirit of the dragon. At that time, coinciding with the rebellion of the Long Hair Army, the locals fled, and the two brothers were also very afraid, so they made a wish on the dragon hoop, praying for the two people to return home safely. Two people with the dragon hoop boat home, the way encountered strong winds and waves, two people quickly pray to the dragon hoop, an instant calm. Two people go home smoothly, want to zarong lantern also wish. But the two families were too poor to light the lamp, so they went to ask the chief. However, Pei is a small family name, patriarch can do nothing. That night, Pei Shi brother sudden eye disease, pain is hard to stop, medicine stone has no spirit. the patriarch came to visit with his people, and suddenly the dragon hoop hanging on the wall shone again, and everyone was surprised, and the local horse believed in the dragon God for a long time, people believed that it was the dragon spirit. Live with Hu Jia Ao Hu and Pei is nephew uncle relationship, Hu is the big name, heard this matter and Pei discussed, by the two names together to build a temple lamp, worship the dragon. "Xiao Jia 'ao Xiao and Bao Jialong Zhou and Peihu two family names are in-law, heard of this also joined in, the three lantern will be formed. " [15] the last Lantern Festival, the Tujia 'ao Lantern Festival, has been lost for a long time, and there are no local records of the Tujia 'ao Lantern Festival. So, its origin, for the time being, is unknown.

4.2 Rheology

Everything develops in the flow, and the washing Horse lantern Festival is no exception. There are three main ways to wash a horse lantern.

One is the flow of materials. the flow of making materials, there are two. One is the flow of the lamp paper. In the beginning, the dragon body was made of coarse cloth. Later, with the development of society, people thought that this kind of dragon lantern was too simple and not very ornamental. So, the coarse cloth into colored silk. After entering the 21st century, people have added a layer of shiny shimmering pieces to the colorful silk of the dragon lantern to add to the beauty of the dragon lantern. In addition, the lantern paper, has been using paper-cut, colored paper, etc., there is no obvious change. the second is the flow of the lantern wick. From the Qing Dynasty to the 1980s, lantern wicks were kerosene lamps, and rich families used candle wicks. Then, with the process of industrialization, the light bulb was invented and gradually popularized. Washing horse lantern wick, also naturally replaced the candle with electric light bulb, making the lantern, much brighter than before. In the 21st century, because incandescent lamps and LED lamps were invented and widely used, the wick of the horse lantern was updated again. Since then, in the night of the lantern tour, the lantern team is like three fire dragons in the sky, underground and water, giving people a visual and emotional shock.

The second is the change of parade form. In the past, after the lanterns were made, they were tied to bamboo poles and pillars in a prescribed order: first, the white horse opened the way, followed by "headlights", "scattered lanterns" and traditional folk programs; Secondly, take the "middle head lamp", "loose lamp" and "ground story"; Then, go "small head lamp", "loose lamp" and square array; Finally, "dragon lantern" first. Before the 21st century, these lights were all carried by villagers in parades. This not only costs a lot of manpower, but also easily causes the lantern to be damaged during the parade. After the 21st century, with the increasing prosperity of people's lives and the rapid development and popularization of science and technology, villagers will carry light loose lamps in their hands to parade; A small number of medium-

sized lanterns, the bottom of the installation of rollers, rolling forward to swim; the remaining large lanterns were placed on small and large vehicles for swimming lanterns. This kind of borrowing the power of science and technology to change the old lantern form, to a large extent, reduce the damage to the elaborate lantern parade process, and also facilitate the villagers to swim the lamp.

The third is the change of lantern style. the evolution of the lantern style is constantly evolving according to the changes of the era background. the lantern originated in the Qing Dynasty, because of the belief in the dragon, so the style is only one kind of dragon lantern. Later, according to the animal signs, people imitated the shapes of the 12 zodiac animals and made corresponding zodiac lamps. To the end of the Qing Dynasty, according to the shape of the "melon", people made the meaning of the "golden melon lamp". At the same time, according to the legend of the divine beast Qilin, it made the "Qilin sending child lamp" which means good luck and brings children to people, and the "Lian Lian has fish lamp" which means a happy and happy life. the evolution of these lanterns is mainly dominated by people's aspirations for good luck and good luck, which express people's yearning for a better life.

5. CHARACTERISTICS AND VALUE OF HORSE LANTERN WASHING

"Existence is value. " The horse lantern will go through more than 300 years of wind and rain, and naturally has its unique survival characteristics and value.

5.1 Features

5.1.1 Uniqueness

The uniqueness of horse lantern washing is mainly reflected in two aspects.

First, the production is unique. the production of traditional horse-washing lanterns can be roughly divided into three kinds according to their different forms of expression. One is the use of carving, paper-cutting and other techniques, made some lanterns; the second is the use of twigs, painting, paper-cutting and other techniques to make a variety of animal-style lanterns; the third is to tie people into (dress up as) various images of characters, performing various stories (called land stories). Second, the gameplay is unique. the unique

way to wash the horse lantern is mainly reflected in the swim lamp link. When swimming, first walk the white horse lamp, then "walk" headlights, ten to twenty "scattered lights", and then walk "carrying pavilion", "stilts", "Lianxiang", "playing flower drum" and so on; Then go "middle head lamp", ten to twenty "loose lamp", and then go "color lotus boat", "clamshell essence", "big head package", "beggar married woman" and other stories; Then go "small headlights", ten to twenty "loose lights", and then go rolling "twelve zodiac lights", "waist drum team", "flower team" and other square formations; Finally, "dragon lantern". [15]

5.1.2 Custom

The custom of horse lantern washing is mainly reflected in two aspects.

First, it is rich in local customs. the local customs of horse washing are mainly reflected in religious belief, sacrifice and blessing. These customs are also the basis for the rise of horse lantern washing. This is because, due to the inheritance of old customs, horse washing people are used to using different kinds of lanterns to pray to the gods, praying for good weather, good crops, happy life and so on. the second is to hybridity custom activities. the parade of the Lantern Festival is not only a swim lamp, but also a blend of "carrying pavilion" "stilts" "Lian Xiang", etc., and other regional customs activities, mixed with the "color lotus boat", "clamshell fine", "big head package", "beggar married woman" and other regional stories, marching together.

5.2 Value

5.2.1 Cultural value

There are three main cultural values of horse lantern washing.

One is the cultural value of "common karma". "Mr. Liang Qichao said: 'Culture, the human heart can be released from the valuable common karma also. This statement expresses the basic meaning of culture, that is, culture is human-centered, and only what is created by people can be called culture. " [16] the horse washing lantern will continue to be inherited, and the "common karma" has profound accumulation and far-reaching cultural value. Second, the value of education. Intangible cultural heritage Horse lantern washing, belongs to the national traditional sports. "In different historical periods, traditional

national sports, either as the subject of education or as one of the contents of education, have a real educational function" [17]. It can trigger the unity and sense of identity between people. Third, entertainment value. When the horse lantern parade, a variety of dazzling lanterns, not only ornamental, but also for the Lantern Festival added a bit of joy, very entertaining.

5.2.2 Economic value

There are two main economic values of horse lantern washing.

First, we will promote tourism development. Nowadays, the horse washing lantern will gradually become a local cultural symbol, and the launch of a joint ticket discount model with the scenic spots around the horse washing can attract tourists to play and promote the development of local tourism. Second, promote economic development. the development of local tourism can promote foreign investment in the Lantern Festival. We can take the opportunity to inject the culture of the Lantern Festival into the business, and use the traffic of the Lantern Festival to promote the common development of business and culture. the two promote each other, mutual benefit and win-win, and it will continue to be a virtuous circle, and the economy will naturally improve.

6.THE WASHING HORSE LANTERN WILL INHERIT THE STATUS QUO AND DIFFICULTIES

6.1 Inheritance Status

Horse Lantern Washing Association, since the approval of Hubei Province level intangible cultural heritage in 2013, two to three years, has established the Horse lantern Washing Association, and participated in various competitions, but also published books about the Horse lantern washing association. However, this good development trend lasted only a few short years. According to Zhou Qiang, the municipal inheritor of the Lantern Festival, in 2016, the Lantern Festival was suspended due to lack of funding. In 2017, due to the outcry of the villagers, the Lantern Festival was held again. In the past, it was because of funding problems, but now there is a new problem of "inheritance". At present, according to field investigations, the status quo of inheritance is mainly reflected in the

following three aspects.

First, the protection consciousness is not strong. the local villagers in Xiema town, Xishui County have not strong awareness of lantern culture protection. According to the field investigation, the square of the Lantern Festival in Zima Town has been left idle, and the bronze statues of the twelve zodiac animals built before have not been properly protected. In addition, the local intangible cultural heritage folklore Hall and the lantern preservation room of the washing horse Culture Station, although they were built in the early stage, due to long-term no cleaning and maintenance, they were covered with dust and cobwebs, and the lanterns were also slightly damaged. This shows that the protection of local lanterns is not strong. Second, the power of inheritance is insufficient. According to Zhou Qiang, a municipal inheritor, the Horse Lantern Washing Association was set up in 2012 and 2013, with Zhou Jinhong, secretary of the Party branch in Shamma Fan Village, serving as its president. the backbone of the association is mainly composed of inheritors and a few older generation craftsmen, and the number of inheritors is far from enough. In addition, the inheritance of the Lantern Festival can not only rely on the older generation, but also need young people to inject fresh blood and strengthen the inheritance force. Third, the propaganda is not enough. the Horse Lantern Washing Club is basically only known by local people, nearby villagers and a few people and researchers who love lanterns, and few others know about the Horse Lantern washing club. According to the survey, the vast majority of Huanggang people (except for the town of washing horses and neighboring counties and towns) do not know the horse washing Lantern Festival. This shows that the publicity work of the horse washing Lantern Association is not well done, resulting in the financing of the lantern and the inheritance of the lantern.

6.2 Inheritance Dilemma

Horse lantern washing will inherit difficulties, there are three main.

One is insufficient government support. First of all, the government's funding for provincial intangible cultural heritage should not only be allocated to provincial non-genetic inheritors,

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but also to projects. Secondly, although the government has issued laws and regulations on the protection and development of intangible cultural heritage, they are only formal and have not been implemented in practice. Thirdly, the Government only has its own regulations for a small number of intangible cultural heritage, while there are no relevant regulations for intangible cultural heritage such as the washing Horse lantern Festival. In addition, in the annual work deployment and plan of the provincial and municipal cultural stations and the Cultural and Tourism Bureau, there is little about the development and inheritance of the horse Lantern Washing Association. Horsewashing Lantern Festival also belongs to the intangible cultural heritage of sports. Therefore, "we need to increase support for sports policies and regulations, promote the development of the sports industry, and promote the popularization and development of sports programs. " [18] It will also greatly promote the inheritance of horse washing lanterns. Second, there is a shortage of inheritance funds. For a long time, the inheritance funds of the Lantern Association have only been raised by local people, which is difficult to attract investment, resulting in a temporary shortage of funds. According to Zhou Qiang, a municipal inhertor, the president of the Horse Washing Lantern Association will use the money allocated by the government every year to make lanterns in the association. With this amount of money, if you want to inherit the Lantern Festival, it is certainly not enough. To this end, the inheritors will often post money, and sometimes they will go to the town of Zema to raise money. Even so, due to the large supplies of lanterns, and the price of materials every year, coupled with the former free manpower, it has become necessary to pay a certain amount of compensation, and the interpretation of the "story" also needs to ask another person to perform. These costs, they add up to hundreds of thousands. Making it harder to wash the lantern every year. the third is the fault of inheritors. Intangible cultural heritage has a universal characteristic - fragility, easy to be lost or extinct, and the washing Horse lantern Festival is no exception. the reason is because of the lack of inheritors and the small audience. the inheritors of the existing horse-washing lantern club are all old people. According to the field investigation, one inheritor passed away last year, and the remaining inheritors are all old and frail, and the younger generation does not have talents who can bear the burden of inheritance, making the inheritance of the Horse Lantern Washing Association face the dilemma of discontinuity and generation.

7. THE LIVING INHERITANCE PATH OF THE WASHING HORSE LANTERN FESTIVAL FROM THE PERSPECTIVE OF THE COMMUNITY OF HUMAN DESTINY

Nowadays, "Building a community with a shared future for mankind" is the main theme of world development. "Each beauty has its own beauty, the beauty of beauty, beauty and sharing" is the common demand of people around the world. Under this trend, following the theory of "community of human destiny", inheriting and developing the Horse Washing and Lantern Festival is unstoppable.

7.1 Adhere to dialogue and consultation, and build a peaceful living inheritance environment

Inheritance and Lantern washing will actively engage in dialogue with the government and villagers, clarify the causes of the dilemma, negotiate the solution to the living state inheritance, and build a peaceful living state inheritance environment. There are two specific measures.

First, adhere to dialogue and consultation with the government to build a harmonious living inheritance policy environment. Communicate and negotiate with relevant government staff, formulate scientific and reasonable investment policies, change the limit on the number of recommended provincial inheritors, formulate policies and measures to encourage and support local colleges and universities to set up elective courses of intangible cultural heritage such as horse washing and Lantern Festival, guide qualified primary and secondary schools to set up handicraft courses of intangible cultural heritage such as horse washing and Lantern Festival, and promote the formation of a harmonious and dynamic inheritance policy environment. In order to improve young people's cognition of excellent traditional

culture, intangible cultural heritage can be "passed down from generation to generation in cultural identity and cultural creation, and continue to develop" [19]. the second is to insist on dialogue and consultation with villagers to build a harmonious living inheritance social environment. Communicate and negotiate with the villagers of lantern art inheritance, protect provincial non-genetic inheritors over the age of 70, and speed up the rescue recording and video work. Negotiate with the villagers of the town to organize the horse washing Lantern Festival, as well as financing. Starting from two months before the Lantern Festival, we will communicate and negotiate with each family and villagers to organize the lantern fair, see how much can be raised, how to use the money reasonably, what specifications can be purchased for a lantern fair, and build a harmonious living and inheriting social environment.

7.2 Adhere to cooperation and sharing, and create a prosperous dynamic inheritance scene

The living inheritance of the horse Lantern washing conference can not only rely on their own, but also borrow the ship to go out to sea, solve problems through wisdom, and create a prosperous living inheritance scene. There are two specific measures.

One is to cooperate and share with villagers to create a thriving living inheritance scene. This cooperative sharing is divided into two levels. On the first floor, cooperate with the villagers to make lights. Invite the inheritors of the lamp art to the town, led by the Horse Washing Lantern Association, organize the villagers to gather together, learn and share the lamp making skills, and widely popularize, and create a prosperous living inheritance scene. Second, cooperate with the villagers to get rich together. the villagers should work together to build the brand of horse lantern washing. the use of some gimmicks, such as "Shen Hongguang, former deputy director of the Hubei Provincial Department of Culture, gave a high appraisal of the pomp of the horse washing Lantern Festival, 'the fifteenth day of the first month, please go to the horse washing Lantern Festival'" and so on, and so on, the use of the media to widely publicize the reputation of the Lantern Festival washing horse Lantern Festival. Attract tourists to play, promote local

economic development, and create a thriving living heritage scene. the second is to cooperate and share with the tourism industry to create a dynamic and prosperous inheritance pattern. According to the field investigation, the scenic spots around Xishui County have perfect facilities. For this reason, the Lantern Club can cooperate with the tourism industry to launch a concessional-ticket model. Moreover, the horse lantern can try to break the previous performance time, in addition to the Lantern Festival, it can also be combined with the tourist season. Of course, the premise is to separate from the Lantern Festival prayer and sacrifice, on the basis of the original lantern meeting process, simplify and remove the fitness, entertainment poor part, and commercialize it. This can not only promote the development of the local tourism economy, but also increase the fame of the horse lantern washing association, cast the lantern brand, and form a prosperous living inheritance pattern.

7.3 Adhere to exchanges and mutual learning and promote innovative development of dynamic inheritance

Different countries, regions and nations have their own unique civilizations, and respect for the civilizations of other countries, regions and nations is a prerequisite for exchanges and mutual learning among world civilizations and joint progress of mankind. There are two specific measures to adhere to exchanges and mutual learning and promote innovative development through dynamic inheritance.

The first is to communicate and learn from each other with the villagers to promote the diversified development of the living state inheritance. At present, the Horse Lantern Washing Club has a total of five teams, distributed in five different villages, led by the Horse Lantern Washing Association. It is possible to organize the heads of the five teams of branch lantern clubs regularly to introduce and exchange the management, inheritance, development, innovation and other situations of their own lantern clubs, learn from each other, and promote the active inheritance and diversified development of the Horse washing Lantern Club. the second is to exchange and learn from each other to promote the diversified development of the active state inheritance. In addition to the

exchange and mutual learning between their five teams, the Horse Washing Lantern Club can also take the initiative to go out and exchange and mutual learning with other lantern clubs, in order to discover the new inheritance and development direction of the horse Washing Lantern Club. For example, with the Yu Garden lantern fair, Qinhuai lantern, Chaozhou folk lantern Fair and other similar lantern fair, lantern exchange and mutual learning, learn from each other, learn from innovation, and promote the diversified development of its living state inheritance.

7.4 Adhere to green and low-carbon, and form an environmentally friendly living mode of inheritance

Adhere to green and low-carbon, in an environmentally friendly way, live state inheritance of horse lantern washing, there are two specific measures.

First, the lamp material is green and environmentally friendly, and the living inheritance method of ecological civilization is practiced. To carry forward the horse Lantern washing, we should take the concept of "community of human destiny" as the concept, adhere to green environmental protection, and practice ecological civilization. This requires the production of lanterns, to do two insistence. First, we must adhere to the green lighting materials. Although, we can use the achievements of modern science and technology to replace the old things; However, it does not mean that the ecological environment can be destroyed at will, or we must adhere to the green and environmentally friendly living inheritance method, and try to use the original paper rope, bamboo strips, colored paper, paste, etc., green and environmentally friendly materials. Then, after the end of the lamp, the collective burning of the lamp can do as little as possible to pollute the environment. Second, we must continue to turn waste into treasure and recycle it. For example, dragon lamps and headlamps, only need to repair the broken place before use, you can recycle every year, which is much more environmentally friendly than lanterns made of plastic, acrylic plate and alloy. Second, lantern fuel energy conservation and emission reduction, the practice of low-carbon consumption reduction of the active mode of inheritance. the

replacement of lantern wick fuel is the main source of energy saving and emission reduction. In the Qing Dynasty, well-to-do families used kerosene as lantern fuel, and ordinary people used other oils as lantern fuel. During the period of the Republic of China, people with good families used candles as lantern fuel; Ordinary people use kerosene as fuel for lanterns. Kerosene lamps and candles are weak and release carbon monoxide and carbon dioxide during combustion. In this way, not only is the effect of the lantern parade not so shocking, but energy conservation and emission reduction have not been achieved, causing certain pollution to the air, environment and ecology. After the reform and opening up, gradually began to use lights as fuel, flower lamps become brighter, and the ornamental value of the tour lamp is enhanced. However, the consumption of batteries increases, and the batteries thrown away at will still pollute the environment. Now, most of the people have replaced the lights with LED lights, and have tried their best to achieve "small consumption and zero emissions", effectively practicing the low-carbon consumption reduction of the living mode of inheritance.

8. CONCLUSION

Horse lantern washing will have a strong local folk culture color, after more than 300 years of change, inheritance system, gradually complete, development trend, increasingly good. However, with the rapid transformation of our society, the development of the washing Horse lantern Festival is not satisfactory, and there are problems such as insufficient government support, fault inheritors, and shortage of inheritance funds. In response to these disadvantages, the active inheritance path of "adhere to dialogue and consultation, build a peaceful living inheritance environment", "adhere to cooperation and sharing, create a prosperous living inheritance scene", "adhere to exchanges and mutual learning, promote the innovative development of living inheritance", "adhere to green and low-carbon, form an environmentally friendly living inheritance mode" is proposed. This not only has practical guiding significance for promoting the inheritance and development of the horse washing Lantern Association,

prospering local culture and thriving local tourism economy. It is also useful for the inheritance and development of other traditional folk sports activities in China.

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Application Of Innovative Technology in Competitive Training: Effect Evaluation of Virtual Reality, Augmented Reality and Intelligent Monitoring System

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Abstract: With the development of science and technology, the methods and means of competitive training are also constantly innovating. This paper mainly discusses the application of virtual reality (VR), augmented reality (AR) and intelligent monitoring system in competitive training, and evaluates their effects through experiments. the study found that the application of innovative technologies such as virtual reality, augmented reality and intelligent monitoring system can significantly improve the training performance and competitive performance of athletes.

Key words: Competitive Training; Virtual Reality; Augmented Reality; Intelligent Monitoring System

1. INTRODUCTION

In today's era of information and technology, various kinds of innovative technologies emerge in an endless stream, which has had a far-reaching impact on all walks of life. Especially in the field of competitive sports, with the progress of science and technology, the methods and means of training are also constantly innovating. Among them, virtual reality, augmented reality and intelligent monitoring system, as emerging technologies, have been widely used in competitive training. the application of these technologies not only changes the traditional training mode, but also brings a new training experience to the athletes. In order to understand the impact of new technologies such as simulated reality, augmented reality and intelligent monitoring systems on competitive training, this paper will focus on the application effect of these technologies in competitive training, aiming to provide more valuable reference for athletes and coaches.

2. OVERVIEW OF VIRTUAL REALITY, AUGMENTED REALITY AND INTELLIGENT MONITORING SYSTEM

2.1 Virtual reality technology

Virtual reality (VR) technology is a computer simulation technology that uses a combination of software and hardware to simulate a three-dimensional environment. Users interact with this environment through special devices (such as helmet monitors and controllers), creating a sense of immersive experience. In competitive training, VR technology provides a brand-new training platform, which helps athletes to improve their skills, speed and psychological quality. Virtual reality technology is mainly used in competitive training to simulate competition scenes, so that athletes can train in the simulated environment. By simulating various competition scenarios, athletes can better adapt to various changes in the competition and improve their coping ability. At the same time, virtual reality technology can also simulate a variety of difficult movements to help athletes better master the technical essentials. It has been proven that athletes who use virtual reality to perform better in competitions. This technique not only improves the training efficiency of the athletes, but also reduces the risk of injury.

2.2 Overview of augmented reality technology

Augmented reality is a technology that can seamlessly combine virtual information with a

real environment. By using AR technology, we can overlay digital information, images and videos into a real environment, providing athletes with richer and more real training scenarios. AR technology is displayed on devices such as the headset, smartphones or tablets, allowing athletes to access information in real time and improve training results. This technique can help the athletes to better understand the competition tactics and improve their decision-making ability in the competition. At the same time, augmented reality technology can also provide technical movements and physiological data, so that they can better grasp their physical conditions. Studies have shown that athletes who train with augmented reality techniques perform better in competitions. This technique helps to improve the training effect and competitive level of the athletes.

2.3 Overview of the intelligent monitoring system

Intelligent monitoring system is a system that uses sensors, data analysis and other technologies to accurately monitor and feedback various physiological indicators of athletes. By collecting and analyzing the athletes' physiological data, such as heart rate, blood pressure, blood oxygen saturation, and respiratory rate, the intelligent monitoring system is able to provide coaches and athletes with real-time information about training intensity, physical fitness status, and potential health risks. This system can provide personalized training advice for athletes to help them to better adjust the training plan and improve the training effect. At the same time, the intelligent monitoring system can also find the potential risk of sports injury in time and effectively prevent the occurrence of sports injury. It has been proved that the athletes who use the intelligent monitoring system to train can perform more stably in the competition. This technique helps to improve the training effect and competitive level of the athletes.

3. EFFECTS OF VIRTUAL REALITY, AUGMENTED REALITY AND INTELLIGENT MONITORING SYSTEM

3.1 Application and effect evaluation of virtual reality technology in competitive training

3.1.1 Training application

skill training. VR technology can simulate the training scenarios of various sports, allowing athletes to train their skills in a simulated real environment. By simulating the competition scene, athletes can practice repeatedly without the field, weather and other restrictions, so as to improve their skill level. For example, in basketball training, VR can simulate a variety of game scenarios, allowing players to practice shooting, dribbling, and defending in the simulated games.

Reaction speed and decision-making ability training. VR technology can also simulate a variety of emergencies, allowing athletes to exercise their reaction speed and decision-making ability in the simulated competitions. By simulating a variety of stress and challenge scenarios, it can help athletes improve their self-confidence, frustration resistance and the ability to cope with stress.

mental training. VR techniques can also be used for psychological training. By simulating a variety of stress and challenge scenarios, it can help athletes improve their self-confidence, frustration resistance and the ability to cope with stress.

3.1.2 Effect evaluation

Athletes who train with virtual reality are better to traditional training methods in skills, reaction speed and psychological quality. This indicates the significant effect of VR technology in competitive training. Specifically, athletes trained with virtual reality show significant advantages in:

Master skills. Athletes who train through VR technology are able to master new techniques and tactics faster and improve their overall skill level. This is because VR technology can provide a highly simulated environment for athletes to constantly try and improve in practice.

reaction speed. By simulating real-world game scenarios, VR technology can help athletes react faster. This increase in response speed is shown not only physically, but also mentally. Athletes are better able to deal with various emergencies, remain calm and make decisions quickly.

psychological diathesis. VR technology can help athletes improve their confidence, frustration resistance and cope with stress. By simulating a variety of stress and challenge scenarios, athletes can gradually adapt to and

overcome these difficulties in a safe environment, thus becoming more calm and confident in the actual competition.

3.1.3 Case Analysis

In case 1, a basketball team used VR technology to train the athletes. By simulating a variety of game scenarios and opponents, players do a lot of shooting, dribbling and defensive practice in the virtual environment. After a period of training, the athletes' skill level has improved significantly, and they have also achieved better results in the competition. In addition, the athletes' response speed and psychological quality have also been improved.

In case 2, a ski team used VR technology for simulation training. In a virtual environment, athletes can train in difficult movements, such as high-speed gliding and jumping, without worrying about the risk of injury. Through repeated practice and adjustment, the athletes have improved their skills, while also enhancing their confidence and their ability to cope with stress.

3.1.4 Future Outlook

With the continuous development and improvement of technology, the application of VR technology in competitive training will be more extensive and deeper. the following development trends may appear in the future:

Personalized training. By more accurately simulating individual differences (such as body shape, exercise habits, etc.), VR technology will provide more personalized training programs for each athlete to maximize their potential.

Real-time feedback and adjustment. Combined with sensor technology and big data analysis, VR will be able to provide real-time exercise data feedback, and the coaching team can adjust the training plan according to these data to further improve the training effect.

Cross-domain integration. In addition to traditional sports, VR technology will also be integrated with other fields (such as dance, opera, etc.) to provide effective training tools for more types of athletes.

Expand the scope of application. In addition to the training of skills and reaction speed, VR technology will also be applied to athletes' psychological regulation, nutrition management and other aspects, to provide comprehensive support for athletes.

3.2 Application and effect evaluation of augmented reality technology in competitive training

3.2.1 Training application

Real-time guidance and feedback. Augmented reality provides guidance information and feedback to athletes in real time. Coaches can create AR scenes that guide athletes in skill practice, tactical understanding, and body posture by stacking virtual markers or images in a real environment. This real-time feedback can help athletes better correct mistakes and improve training efficiency.

Simulate the competition scene. AR technology can simulate a variety of game scenarios, including different venues, opponents and tactical layouts. This kind of simulation competition scenario can help the athletes to better adapt to the competition environment and improve their coping ability. Through AR technology, athletes can conduct simulation training before the actual competition to better prepare and adjust their tactics.

Data analysis and improvement. Augmented reality technology also enables the real-time collection and analysis of athletes' training data. By analyzing the trajectory, speed and angle, coaches and athletes can better understand the training effect and adjust the training plan in time. This data-based training method helps to improve the scientificity and effectiveness of training.

3.2.2 Effect evaluation

Multiple studies have demonstrated that training using augmented reality techniques can significantly improve athlete skill levels, response speed, and competitive performance. Compared with traditional training methods, AR technology can provide more rich and more real training scenarios and stimulate athletes' interest and motivation in training. At the same time, the real-time feedback and data analysis function of AR technology can help coaches and athletes to better monitor and evaluate the training effect, adjust the training plan in time, and further improve the training effect.

3.2.3 Case Analysis

Case 1 is a basketball team using augmented reality. Through AR technology to simulate a

variety of game scenarios, players can shoot, dribble and defensive practice in a virtual environment. the real-time feedback and data analysis capabilities provided by AR technology allow athletes to better correct errors and improve their skills. After a period of training, the basketball team's performance has improved significantly.

Case 2 is a football club using augmented reality technology for tactical analysis and training. Coaches use AR technology to overlay players' positions, movement tracks and tactical layout into real situations to help players better understand tactical intentions and coordination methods. This training method based on AR technology not only improves the players' tactical understanding ability, but also helps to improve the overall level of the team collaboration.

3.2.4 Future Outlook

With the continuous development and improvement of technology, the application of augmented reality technology in competitive training will be more extensive and deeper. the following development trends may appear in the future:

Highly personalized training. By more accurately capturing the individual characteristics and needs of athletes, AR technology will provide more personalized training programs for each athlete to maximize their potential.

Intelligent decision-making assistance. Combined with artificial intelligence technology, AR will be able to provide intelligent decision-making assistance to help coaches and athletes make more scientific and accurate decisions.

Cross-domain integration. In addition to traditional sports, AR technology will also be integrated with other fields, such as fitness and games, to provide an immersive training experience for more people.

3.3 Application and effect evaluation of intelligent monitoring system in competitive training

3.3.1 Training application

Real-time monitoring and feedback. the intelligent monitoring system can collect physiological data of athletes in real time and give immediate feedback to coaches and athletes through wearable devices or mobile applications. This real-time data feedback allows coaches and athletes to timely understand the physical response during training and thus adjust the training plan and intensity.

Training load management. By monitoring and analyzing the physiological data of the athletes, the intelligent monitoring system helps the coaches to arrange the training load reasonably and avoid overtraining or undertraining. By evaluating the physical condition of athletes, coaches can develop personalized training programs to maximize the physical ability and competitive level of athletes.

Prevent sports injuries. the intelligent monitoring system can monitor abnormal changes in physiological indicators in real time and detect potential health risks and sports injuries in time. Through early warning and taking corresponding measures, the potential sports injuries can be prevented to protect the physical health of athletes.

3.3.2 Effect evaluation

Several studies have shown that the intelligent monitoring system has a significant application effect in competitive training. Through real-time monitoring and feedback, the intelligent monitoring system can improve the training effect and competitive performance of athletes. At the same time, the intelligent monitoring system helps to prevent the occurrence of sports injuries and reduce the risk of injuries caused by improper training. Athletes using the intelligent monitoring system have improved performance in training, improved physical performance and athletic performance.

3.3.3 Case Analysis

In case 1, a football club used an intelligent monitoring system to train the players. Through real-time monitoring of the players 'heart rate, blood pressure and other physiological indicators, the coach can timely understand the players' physical reaction and physical condition, and reasonably arrange the training intensity and rest time. This data-based training approach not only improves the player's fitness level, but also helps to reduce the potential risk of sports injuries.

In case 2, a long-distance runner was trained with an intelligent monitoring system. Through real-time monitoring of heart rate, respiration and other physiological data,

coaches can timely detect the changes of athletes' physical conditions and adjust the training plan and intensity. After using the intelligent monitoring system, the training effect was significantly improved, and the sports performance was also improved.

3.3.4 Future Outlook

With the continuous development and improvement of technology, the application of intelligent monitoring system in competitive training will be more extensive and deeper. the following development trends may appear in the future:

Multidimensional monitoring of the physiological indicators. With the progress of sensor technology, the intelligent monitoring system will be able to more accurately monitor more physiological indicators, such as muscle fatigue, body surface temperature, etc., to provide more comprehensive physical condition information for coaches and athletes. Intelligent analysis and early warning. Combined with artificial intelligence technology, the intelligent monitoring system will be able to automatically analyze physiological data and give training suggestions, and even give early warning to potential health risks, so as to further improve the scientific nature and safety of the training. Personalized and customized training. Through the data analysis of the intelligent monitoring system, the coaches will be able to develop more personalized and customized training plans for each athlete to adapt to the physical characteristics and needs of different athletes.

4. CONCLUSION

To sum up, innovative technologies such as virtual reality, augmented reality and intelligent monitoring system all have significant application effects in competitive training. These techniques not only improve the training efficiency of the athletes, but also reduce the risk of injury. With the continuous development of science and technology, more innovative technologies will be applied to competitive training in the future, which will bring more convenience and advantages to the training of athletes. At the same time, we need to continue to explore the potential of these technologies and constantly improve and

develop their applications in competitive training. Through the application and effect evaluation of virtual reality, augmented reality and intelligent monitoring system in competitive training, the following conclusions can be drawn: These innovative technologies can provide athletes with more advanced and scientific training means, and help to improve the training effect and competitive performance of athletes. At the same time, the application of these technologies also reflects the deep integration of science and technology and sports, providing a new direction and power for the future development of competitive sports.

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Research on the Psychological Capital Enhancement Model of Chinese Undergraduates in Malaysia

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Abstract: Introduction: In the 21st century, when globalization is intensifying, thousands of Chinese people go abroad to study or live overseas. They inevitably face the conflict between noumenon culture and diversity of heterogeneous cultures. the resulting cultural adaptation barriers have become the key problems that must be solved in the multicultural exchange and adjustment under the background of globalization. Therefore, how to intervene the cross-cultural adaptation of overseas students, especially those who need to teach Chinese as the second language, with psychological capital has become an important topic. Research objects and methods: And with the help of the cross-cultural adaptation model of psychological capital, we can find out the ways to intervene the cross-cultural adaptation of overseas students with psychological capital. Results: Based on the survey, the Chinese students in the the National University of Malaysia have different degrees of acculturation problems. 90% of the students can feel the cultural difference and culture shock between the two countries. Of these, 10% of them had difficulty adjusting to studying in Malaysia. Female students are nearly the same as male students in adaptation, and there is no obvious difference between them. Conclusion: the cross-cultural adaptation model based on psychological capital points out that the cross-cultural adaptation of foreign students in China is the result of individual environment interaction. To intervene in the cross-cultural adaptation of foreign students and guide them to improve their self-efficacy, hope, optimism and resilience at the individual level; At the management level, we should strengthen the primary prevention, integrate resources, and achieve the key breakthrough in the promotion of psychological capital, so as to ultimately promote the sound development of cross-cultural adaptation of foreign students.

Key words: Psychological capital; Cross cultural education; Overseas Chinese; Malaysia

1. INTRODUCTION

The trend of economic globalization not only makes the economic and political exchanges between countries more and more close, but also makes the educational exchanges between countries more and more frequent, and the trade in educational services is increasingly developed, which has brought about a fever of international study abroad. As envoys of cultural exchanges, international students have laid down human capital and cultural capital for the coordinated development of the two sides and further deepened international cooperation. At present, there are more than one million students studying abroad all over the world, and the number of international students has reached an unprecedented scale and leapfrog development. Studies have shown that international students studying abroad are a special group with more mental diseases. Their social and cultural difficulties are at a medium level, and their average score of depression is higher than that of the Chinese norm (Lei Longyun et al., 2004). At the same time, foreign students are also prone to compulsion, interpersonal sensitivity and anxiety (Wu Zhigang et al., 2010). This cross-cultural maladjustment not only affects the development of foreign students themselves, but also leads to social instability and contradictions between countries. Therefore,

it is very necessary to carry out primary prevention and intervention on the cross-cultural adaptation of foreign students.

The study of cross-cultural adaptation originated in the United States in the 20th century. Intercultural adaptation refers to the choice and adjustment of individual psychology and behavior to the change of cultural situation. the adjustment process is affected by various variables at the individual level and social level and presents diversified results. (Zhu Guohui et al., 2011) It is widely recognized that Ward C (2001) divides cross-cultural adaptation into socio-cultural adaptation and psychological adaptation, and Black's three-dimensional classification of general adaptation, working adaptation and communicative adaptation (Wang Lijuan, 2011). Cross cultural adaptation is a complex process. At present, there are many models of cross-cultural adaptation proposed by the academic community, and research focuses on many explicit influencing factors. However, most models seem to regard cultural adaptation as a passive behavior, developing many more negative concepts, such as cultural shock, alienation, etc., and pay less attention to potential, positive and integrated psychological factors. Therefore, from the perspective of positive psychology, it is of great practical significance for international students to explore what kind of people they want to be in the culture of the host country and how to adjust to the life of the host country.

2. SUBJECTS AND METHODS

2.1 Study setting

Horwits et al. (1986) defined foreign language anxiety as: "Because of the uniqueness of the language learning process, learners have an obvious anxiety about self-consciousness, beliefs, feelings and behaviors related to classroom language learning". learning anxiety is a kind of negative emotion, such as self doubt, uneasiness, tension, etc. learning anxiety, like other foreign language learning anxiety, has a negative impact on learning performance, learning process, test results, communication ability, self-esteem, self-confidence, etc. Anxiety is an important affective factor affecting language learning. Most research results show that anxiety has a negative impact on learning, mainly including some bad emotions that hinder learning, such as fear, fear, etc. the influence of these emotional factors on learning can not be ignored, it directly affects students' learning behavior and results. the participation of positive emotions will produce good teaching results. On the contrary, negative emotions such as anxiety, inhibition, depression, doubt, etc. will affect the normal play of learning potential. In addition to itself, students' anxiety about learning in higher vocational colleges also comes from their own emotional barriers. A considerable number of students have "Korean learning anxiety". Therefore, it is an important prerequisite to improve the quality of teaching to solve the emotional problems of students' "Korean learning anxiety" on learning.

The theory of psychological capital extends from organizational behavior and management, providing a new perspective for the study of cross-cultural adaptation. the emergence of the concept of psychological capital is closely related to human capital and positive psychology (He Weifeng et al., 2011). Positive psychological capital is a kind of positive psychology displayed by individuals in the process of growth and development, emphasizing "who are you" and "what do you want to be". Psychological capital is not only affected by environmental factors, but also closely related to individual psychological and behavioral variables (Wang Yanfei et al., 2007). It has a significant regulatory effect on cultural intelligence and cross-cultural adaptation of foreign students (Li Xiaoyan et al., 2012). In view of the problems existing in the current cross-cultural adaptation of overseas students, this paper intends to explore the cross-cultural adaptation model of overseas students in the form of questionnaires from the perspective of positive psychology, based on the theory of psychological capital, in order to inspire the host country to help overseas students improve their self-efficacy, cultivate optimism, hope, resilience and other positive psychological qualities, thus making the intervention of cross-cultural adaptation more feasible and dynamic.

Anxiety is an important emotional obstacle for college students in the process of foreign language learning. Foreign language learners

sometimes have anxiety in the process of mastering listening, speaking, reading and writing abilities(*HORWTTZ E et al. 1986*). By analyzing the relationship between learning effectiveness and anxiety of college students and the causes of learning anxiety, the author hopes to give some inspiration to the cultivation of the psychological quality of college students' health.

Anxiety is one of the abnormal emotions, also known as psychological abnormality, which refers to the emotional state of nervousness and fear formed by individuals' failure to achieve the expected goals or overcome obstacles(*Wang Qi et al. 2003*), which frustrates their self-esteem and self-confidence, and increases their sense of failure and guilt. General behavioral anxiety refers to a kind of reaction similar to worry and fear when people are under certain pressure or their self-esteem is threatened. It is a kind of self deprecating and self doubting cognition.

Foreign language learning anxiety, different from general behavioral anxiety, is a kind of anxiety in a special situation, which is directly related to the use of language. It is a unique phenomenon for students in foreign language learning. It comes into being in the process of foreign language learning, and is manifested in the students' low evaluation of their foreign language communicative competence(*Xin Ling et al. 2004*). Foreign scholars have made a thorough study of foreign language learning anxiety, and regard foreign language learning anxiety as a significant self-consciousness, belief and emotional complex related to classroom language learning; There are also those who define language anxiety as tension and fear that have a special relationship with context (including speaking, listening and learning). In the process of learning, the anxiety of college students about learning is inevitable, but because learning anxiety will have a negative impact on college students' personal learning, and even have a serious impact on the whole teaching process, based on this, we should recognize the relationship between learning anxiety and learning effect, so as to find out the coping strategies of vocational college students' learning anxiety(*Zhang Baoyan et al. 1996*), Mobilize students' internal motivation for learning, improve students' enthusiasm for learning,

cultivate students' interest in learning foreign languages, and improve their academic performance.

2.2 Design

Taking the National University of Malaysia as an example, the author conducted field research and data statistics on Chinese students in the university for nearly a year. the National University of Malaysia is a four-year public university. Founded in 1890, it ranks 83rd in the academic ranking of the United States. There are more than 25000 students, 4500 graduate students, 16% of whom are foreign students, including 407 Chinese students. the number of Chinese students studying abroad is increasing every year, up 57% in five years, and there is a trend of further expansion. Among the 407 Chinese students, there are 150 women, accounting for 37%, and 257 men, accounting for 63%. the proportion of men is significantly higher than that of women. the age of international students ranges from 16 to 45 years old, with an average age of 26 years. 208 students are mainly aged between 20 and 30 years old, accounting for 69%. 52 students are over 30 years old, accounting for 13%, and 147 students are under 20 years old, accounting for 17%.

The purpose is to understand the basic situation of Chinese students in NUS, including whether they can adapt to study, life and other aspects. To find out the factors that produce cultural differences. the author has referred to the domestic and foreign data and some famous mental health measurement questionnaires. Combined with the in-depth interviews of nearly 70 foreign students, a cross-cultural adaptation Questionnaire for Chinese students was designed about the cultural differences between China and Malaysia. the questionnaire consists of 42 questions, including true/false questions and multiple choice questions. Criteria for scoring: 100 points for complete adaptation, 75 points for basic adaptation, 50 points for a little discomfort, and 0 points for complete inability to adapt. Some projects adopt Likert (et al. 2005) 5-point scoring method. the specific implementation steps are generally as follows: Design about the students' study, life and other relevant adaptation problems. the answers to these questions were highly directional, either

positive or negative, and were divided into five levels: strongly agree, agree, unsure, disagree, strongly disagree.

All statements are divided into two categories: Statements of positive attitude (such as "I am well adapted to life in Malaysia") and statements of negative attitude (for example "I am not adapted to life in Malaysia"). And give each answer a score. the scoring method for positive attitude statements is: Strongly agree - 5 points, agree - 4 points, uncertain - 3 points, disagree - 2 points, strongly disagree - 1 point; Negative sentences are scored in the opposite way.

Then a random sample of respondents was selected. They were also asked to rate their responses according to their own opinions.

Make a scale, and the scale is composed of sentences with strong directivity. After the questionnaire is made, its use method is: Let the foreign students answer each item, then convert it into scores, and add them up. In this way, the attitude scores of each foreign student can be obtained. If the scores of all respondents are averaged, the overall attitude of the respondents to the evaluation item can be obtained.

The questionnaire consists of 3 parts. the first part is about the basic information of the students. the questions in the second part mainly involve two directions, the cross-cultural field and the mental health field. Among them, the latter problem design includes three aspects. To understand the understanding of foreign students on Malaysian culture and the differences between Chinese and Malaysian cultures. Cultural adaptation experience, that is, whether the foreign students have experience of contacting or experiencing different cultures. the field of mental health includes the occurrence of positive or negative emotions, behavioral expression, psychological experience, physiological reactions and other changes in the process of cultural adaptation, as well as the overall expectations for the future of studying abroad. the third section focuses on the study and life of foreign students, that is, cultural adaptation and cultural adaptation methods adopted. Consider from the aspects of external environment adaptation, social relationship adaptation, academic adaptation, etc.

Questionnaire method: Questionnaire distribution, in-depth interview, online test, etc. Questionnaires and in-depth interviews were mainly conducted in student fraternities, Confucius Institutes, libraries, classrooms, restaurants, dormitories and other places where foreign students gathered. A total of 532 written and online questionnaires were distributed, and 428 valid questionnaires were recovered, with an effective recovery rate of 80%. Among them, 56 foreign students participated in both written questionnaires and online surveys.

According to the statistics of 301 valid samples, Cronbach ' the coefficient of sa is 0.876. This shows that the internal reliability of the scale is high, and it has high applicability for Chinese college students(*YOUNG et al. 1986*). Analyzing the descriptive statistics of 301 subjects' learning anxiety scores, the minimum value is 34, the maximum value is 163, the average is 95.33, and the standard deviation is 18.92. Compared with the results of similar studies at home and abroad, it can be seen that the FLCAS scores are relatively close. However, when the subjects were learners in the first year, the anxiety index was significantly higher(*ONWUEGBUZIE et al. 2000*).

Also noteworthy is Wang Caikang's research results: the average FLCAS score of the subjects he calculated was only 83.9, much lower than the results of similar studies. This may not be "related to the long foreign language learning experience of Chinese college students" explained by Wang Caikang, but due to the data distortion caused by their translation errors(*Li Yibing et al. 2004*).

Although this study and foreign studies have reached relatively close results on the overall level of college students' foreign language anxiety, it is worth noting that the subjects in the two foreign studies are both first-year foreign language learners, while the subjects in this study have at least 7 years of learning experience. It is generally believed that as learners become familiar with the target language, the longer their foreign language learning experience is, the lower their anxiety level will be. However, Chinese college students who have studied for many years have the same degree of anxiety as American beginners, that is, as far as the absolute value

of learning anxiety is concerned, there is no significant difference between Chinese college students and American college students; In addition, in terms of its relative value, (*Huang Qiang et al. 2003*) the learning anxiety index of Chinese college students is higher than that of American college students. According to specific analysis, there may be the following reasons: First, there is a strong test pressure. Although American college students also have to take various forms of foreign language proficiency tests, none of them has the harshness of the Chinese Level Examination. Despite several reforms, most Chinese universities still link the level examination with the degree; (*HORWTTZ E et al. 1991*) At the same time, the passing rate of grade examination is an important indicator to assess teachers' performance, and teachers have to put pressure on students. Employers also often measure the foreign language level of college graduates based on a paper of language grade certificates. With the emergence of the problem of "difficult employment", college students are putting pressure on themselves to increase the weight of employment. Second, inappropriate teaching concepts and methods. (*Wang Caikang et al. 2003*)The "full room" teaching method still prevails in foreign language classrooms. Teachers ignore the cultivation of students' interest in learning, the interaction between teachers and students, and the creation of language situations. Too frequent and severe error correction often makes learners anxious and afraid of using language, which is particularly prominent in oral teaching.

In addition, in order to verify the relationship between foreign language anxiety and foreign language learning effect(*Lei Xiao et al. 2004*), this study conducted Pearson correlation analysis based on the scores of subjects' proficiency test and their anxiety scores. the result is r=-0.485, p<0.001, which shows that foreign language anxiety is negatively correlated with test scores. This is consistent with the results of most studies at home and abroad. However, some scholars have pointed out that anxiety does not always hinder foreign language learning. As for the relationship between anxiety and learning effect, the "inverted U-shaped curve" proposed by

Jacques and Dodson is widely accepted in the field of educational psychology: A moderate level of arousal is conducive to the completion of the task. However (*Pi Liansheng et al. 2002*), it also points out that a higher wake-up level is conducive to the efficiency of simple tasks, while a lower wake-up level is more conducive to the efficiency of complex tasks. In order to explore the influence of different levels of anxiety on learning (*H ORWITZ E K et al. 1990*), this study divided the subjects into three groups: low anxiety group, moderate anxiety group, and high anxiety group. the total foreign language anxiety score and test scores were analyzed respectively. the statistical analysis of 301 subjects' total scores of foreign language anxiety shows that the total average score of foreign language anxiety is 95.33, (*ARNOLD J et al. 2000*) and the standard deviation is 18.92. the subjects were divided into three groups: the total average score of low foreign language anxiety group was less than 95.33-18.92, that is, less than 76; the total average score of the high foreign language anxiety group was more than 95.33+18.92, that is, more than 114; the subjects between the two groups (76~114 points) constitute a moderate foreign language anxiety group.

3. RESULTS

**Table 1.** The basic situation of cross-cultural adaptation of national Chinese university students

	Out of place	Moderate maladaptive	Fit in better	Fit in well
Number of people	69	391	116	0
Percentage	12%	68%	20%	0%

The SPSS was applied to analyze the scores of items in the questionnaire, and to find out the difference between the two groups. the results indicate that 91% of the respondents are able to sense the cultural difference and influence of Malaysian culture. Among them, 12 per cent of the international students do not fit to live in the country's colleges. 68% of the international students said they were moderately unfit for the life and culture of the National University of Malaysia, and 20% of

the international students said they were relatively suitable, as shown in Table 1 below. In Malaysia, the time periods for foreign students to experience cultural shock and cultural adjustment are as follows: 1 week (12%); 1 month (23%); 3 months (47%); 3 months (28%). the results show that 9 percent of the students can get used to living in Malaysia in 3 months, 52 percent take 3 to 6 months, and 27 percent take 6 to 1 year. Twelve percent of students need more than one year. In the first 3 months of their arrival in Malaysia, 70 percent of the Chinese students found it hard to adapt to culture. By means of the questionnaire and deep interview, it is discovered that the students have positive feelings of curiosity, enthusiasm and self-confidence in the course of adapting to culture (which is special in the new era). Starting from the 3rd month, the proportion of those with moderate maladjustment is increasing, but the proportion of those with more maladjustment has declined, which may be due to the conclusion of their mental honeymoon and the start of the crisis. Since the 6th to the 1st year, there has been a big change in the adjustment of the culture of the students. the proportion of those who don't adapt has fallen dramatically, but those who are more adaptable have gone up in a straight line. This indicates that the majority of the students have successfully passed through the crisis, and are now in the stage of cultural adjustment. All in all, nearly all of the students have increased their ability to adapt. There are, of course, some failures in the process of intercultural adaptation. Two percent of the students are very incompetent and decide to quit or transfer. Generally speaking, as time passes, about 88 percent of the students are able to successfully overcome the difficulty of cross-culture adaptation in their first year. Adaptation time is one of the most important factors that influence culture adaptability. Among them, the 3rd, 6th, 1st and 3rd are the most important transitions.

Pearson correlation analysis between anxiety index of different levels and test scores of college students shows that the higher the degree of anxiety, the greater the negative impact on test scores. It is worth noting that there is no significant difference between the anxiety index and the performance of the low level foreign language anxiety group, but it is negative. This is contrary to Huang Qiang's research conclusion, which shows that anxiety has no effect on foreign language learning under any circumstances. In fact, the positive correlation in the study of Huangqiang is not statistically significant.

Why does the "inverted U-shaped curve" proposed by Jacques and Dodson, which reveals the correlation between arousal level and learning effect, fail in foreign language learning? This problem must be analyzed from the characteristics of foreign language learning tasks. Yakes and Dodson put forward that "moderate arousal level is conducive to the completion of tasks", and pointed out that higher arousal level is conducive to the efficiency of simple tasks, while lower arousal level is more conducive to the improvement of the efficiency of complex tasks. Horwitz believes, "Anxiety can only be helpful for very simple learning tasks; For more complex learning, such as language learning, anxiety does not promote. Anxiety hinders learners' memory and thinking, inhibits their language potential, leads to their dull thinking and gradually loses their confidence and motivation in learning, their learning attitude tends to be negative, and their learning effect tends to decline. Therefore, the conclusion that there is a significant negative correlation between foreign language anxiety and foreign language learning effect conforms to the special law of foreign language learning, which indicates that FLCAS has a good predictive validity for foreign language achievement.
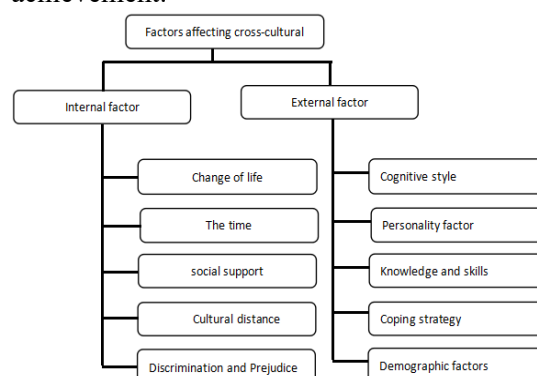
Fig1. Inner and Outer Factors Influencing Intercultural Adaptation

The main problems of foreign students lie in life (45%), learning (40%), social culture (48%), personal psychological adaptation

(38%), social interpersonal relationship (68%) and many other aspects. the most prominent problem is social interpersonal communication, as shown in Figure 1 below.

According to the data of the experimental study, the causes of learning anxiety of vocational college students are analyzed:

First, the low self-evaluation of students in higher vocational colleges has obvious characteristics of the times. Most of them are active in thinking, optimistic and confident, but they have a poor foundation in general cultural courses and are not interested in learning. Some students' cognitive and self-control abilities become worse, and they deny their learning ability and even their intellectual ability, which makes them feel inferior. Negative self concern naturally has a negative impact on learning. A large number of vocational college students' distrust of their learning ability is a reflection of low self-evaluation, a synthesis of communication fear and negative evaluation fear(*Deng Yuan J et al. 2004*).

The second is the individual character of the students themselves. Introversion and extroversion directly affect learning. Extroverts tend to be lively, cheerful, warm, generous, informal, good at communication, emotional exposure, quick reaction, easy to adapt to changes in the environment, and do not mind the evaluation of others; Introverted people tend to take themselves as the starting point, deep and steady, cautious, thoughtful, but slow in reaction, not good at communication, adapt to environmental difficulties, pay attention to others' evaluation of themselves, always worry about what students think of themselves, afraid of being negatively evaluated by teachers and students. Under classroom teaching conditions, when teachers ask students to complete tasks contrary to their personality, they may become overly anxious and dare not speak in class, especially when speaking in front of teachers and students, they feel nervous and afraid of making mistakes, and avoid answering questions in class, which affects the improvement of learning quality.

The third is about the examination. the occurrence of examination anxiety is, on the one hand, because students do not master the language knowledge they should have and are afraid of the anxiety caused by failing to pass the examination, on the other hand, because students are often worried about the anxiety caused by poor examination results, which in turn affects the normal performance of students in the examination. In classroom learning, students are almost always tested, so students often feel pressure and anxiety in this process.

Fourth, the form of classroom teaching activities, teaching activities and teaching methods, such as oral expression in front of the whole class and students, will cause more or less anxiety to most students. In class, when students have to speak to the whole class, especially when they are unprepared, it is one of the classroom activities that most easily cause students' anxiety. Although the student-centered teaching model is now advocated, the reality is that teachers are still leading the classroom, and teachers will immediately correct students when they make mistakes. This form of communication between teachers and learners can easily cause anxiety among students.

Fifth, learning itself. Because is a language independent of the mother tongue, which involves not only different grammatical systems, but also different customs, ways of thinking, expression habits and values, some students are afraid of losing themselves in culture, which leads to anxiety.

4. DISCUSSION

Lysgard, who first investigated the temporal effects of cross-culture adaptation. Based on this model, Oberg classified the mental transformation and emotional adjustment of migrants or those who came to their home for the first time into four phases: Fresh phase, Honeymoon phase, Critical phase and Recovery phase. It is also one of the most widely recognized and representative claims in the culture adjustment theory to date. the results of the study suggest that after the "honeymoon period", foreign students usually feel pressure and have a stress state, and then go through a crisis period(Walsh E. 2010).

At present, cross-cultural scholars generally believe that the factors that affect the cross-cultural adaptation of immigrants or travelers are mainly divided into external factors and internal factors (Chen Hui et al., 2003).

Among them, external factors include: First, life changes: Different eating habits, pace of life, climate change, means of transportation, and living conditions in China and the West, including changes at the city level, such as the huge differences experienced by students who have been living in large cities in China when they came to small towns or villages abroad. Second, time factor: It refers to the impact of the length of intercultural adaptation on cultural adaptation. This study is mainly divided by the time difference of every three months until about one year. Third, social support: It is generally considered to be the most important and key factor in cultural adaptation, mainly from compatriots and local socio-cultural members. Fourth, cultural distance: It refers to the distance between the sojourner's mother culture and the local culture. Generally, scholars believe that the cultural distance between China and the West is greater than that between China and some Asian countries.

Professor Luthans F. (2004), former chairman of Malaysian Management Society, put forward the concept of psychological capital, and summarized four elements of psychological capital that meet the criteria for the selection of psychological capital elements, namely, the basic psychological strength of individuals and the psychological state defined by organizational behavior, which are positive, have a theoretical basis, can be measured and developed, and are highly related to performance. the cross-cultural adaptation model of international students based on the theory of psychological capital integrates various factors of psychological capital, pays attention to the potential and positive possibilities of international students' cross-cultural adaptation, and regards cross-cultural adaptation as a process of individual active integration and self promotion, which provides some enlightenment for universities to promote the cross-cultural adaptation intervention of international students. First of all, from the object of view, we should not only pay attention to some foreign students who have suffered from the crisis of cross-cultural adaptation, but also to those who have not suffered from cross-cultural maladjustment. Early prevention and active attention should be paid to the students who

adapt to the cross-cultural crisis, and the corresponding psychological capital emergency intervention mechanism can be launched as soon as possible; For students who have not yet had cultural maladjustment, we should focus on promoting their psychological development, and at the same time, we should monitor and extract experience, so as to provide successful examples for those who have maladjustment. Secondly, from the content, in addition to the combination intervention from the recognized psychological capital elements - self-efficacy, hope, optimism and resilience, we can further explore more comprehensive psychological capital intervention content from the control point, self-esteem and other elements. Finally, from the perspective of form, colleges and universities can help foreign students identify the resources they have at the individual level, and promote the development of their potential and cultural intelligence. At the organizational level, the management of the mental health education of foreign students is guided by positive psychology and focuses on improvement. the path of primary prevention - integrating resources - improving mental capital can be adopted, which is not only for individuals, but also has theoretical and practical significance for the management of the group of foreign students. This provides a new perspective for the construction of the physical health assistance system for overseas students, and ultimately promotes the sound development of cross-cultural adaptation of overseas students. Therefore, exploring the connotation, dimension and causality of foreign students' psychological capital at different levels is also a new direction for the future study of cross-cultural adaptation theory and practice.

As we all know, learning a second language is a complex and tedious process. When college students learn, they are often affected by many emotional factors, such as learners' personality characteristics, learning activities and teaching methods, cultural factors, and so on. Students' anxiety, learning motivation, self-confidence and other non intellectual factors play a great role in students' learning. Teachers should actively explore, flexibly use various teaching methods, change the education mode of mandatory indoctrination

and restraint, pay attention to students' speech and behavior, be good at finding anxious students in classroom, and take some targeted measures to minimize their classroom anxiety, Make students change from passive acceptance to active exploration of the process of active acquisition, self-development and self-improvement, so as to improve students' comprehensive quality, improve their learning ability and achieve the best teaching effect.

5. CONCLUSIONS

To sum up, the psychological problems of foreign students are not only an individual phenomenon, but also a problem related to family happiness, campus harmony and social stability. Studying abroad not only means independent growth for individuals, but also means challenges. Adaptation to the host country is equivalent to re socialization. Therefore, it is of great practical significance to improve the cross-cultural adaptation of foreign students. This paper only makes a preliminary discussion on the improvement of the positive psychological capital of foreign students, and brings it into the theoretical model of cross-cultural adaptation of foreign students, so that more scholars can pay attention to this group, effectively apply psychological capital intervention training to the mental health services of foreign students, solve the psychological confusion of the remaining students, and help them learn and grow more happily.

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Exploring the Integration of Partridge Theater in Promoting Cultural Diversity in Campus

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Abstract: This study aims to explore the integration of Partridge Theater in promoting cultural diversity in campus. Adopting a mixed methods research design, combining literature review, field observations, and semi-structured interviews, the implementation of Partridge Theater in campus culture is analyzed. The study involves students, teachers, and members of performing arts groups. Through multiple case studies in different schools, it is found that Partridge Theater, as a traditional form of Chinese opera, possesses a long history and unique performance style. Integrating Partridge Theater into campus culture can enhance students' understanding and identification with traditional culture and promote cultural diversity awareness. The results indicate that both students and teachers perceive the positive impact of Partridge Theater integration on the development of cultural diversity in schools. Teachers play a crucial role by organizing performances and implementing drama education to facilitate the integration of Partridge Theater. However, there are challenges, such as limited resources and lack of student interest. Therefore, it is suggested to further strengthen talent cultivation in Partridge Theater, provide more support and resources, to promote the diversified integration of Partridge Theater in campus culture.

Keywords: Partridge Theater; Campus Culture; Cultural Diversity; Traditional Culture; Educational Promotion

1. INTRODUCTION

The diversity of campus culture is an important issue in the field of education. Within educational institutions, a diversified campus culture can promote the all-round development of students, cultivate their creativity and innovation ability, and enhance their cross-cultural communication ability. Therefore, how to integrate diversified elements into campus culture has become an urgent issue.

As an important part of Chinese traditional culture, Partridge Theater has a long history and unique performance style. In recent years, more and more educational institutions have begun to realize the potential of Partridge Theater in campus culture and have tried to introduce it into the educational environment. However, at present, the research on the diversification and integration of Partridge Theater in campus culture is relatively limited, and there is a lack of systematic review research.

Through the comprehensive analysis of relevant literature, we can get a more comprehensive understanding of the application and effect of Partridge Theater in campus culture. Li Ming's (2019) research explores the application of Partridge Theater in campus culture and proposes some practical experiences and educational strategies. Zhao Fang (2020) studied the challenges of campus cultural diversity and proposed corresponding countermeasures. Zhang Xinhua and Chen Xiaoming (2018) explored the potential of Partridge Theater in campus culture from two aspects of performance characteristics and cultural value. On the basis of these studies, this study will further analyze the advantages and challenges of the diversified integration of Zhegu drama in campus culture, and put forward relevant solutions and suggestions. In addition, through the comprehensive research on the diversity of campus culture, it can provide guidance for educational institutions and practitioners to promote the effective

application of Partridge Theater in campus culture. The research of Sun Xiaolei and Wang Jing (2019) provides practical and research experience on campus cultural diversity. Liu Hongmei (2017) explored the application of Partridge Theater in campus culture through innovative practice. Through the comprehensive analysis of these studies, we can provide a more comprehensive perspective for this study, and deeply understand the path and strategy of campus cultural diversity integration. [1-10]

Partridge Theater is a traditional form of Chinese opera with a rich cultural heritage and unique performance style. It has been an integral part of Chinese culture for centuries. At the same time, campus culture plays a crucial role in shaping students' values, beliefs, and behaviors. Recognizing the potential of Partridge Theater to promote cultural diversity in the campus setting, there is a growing interest in exploring its integration into campus culture. By introducing the background of Partridge Theater and the significance of campus culture, this research aims to investigate the potential benefits and challenges of integrating Partridge Theater into campus culture, contributing to a more diverse and inclusive educational environment.

2. LITERATURE REVIEW

2.1 Historical Background and Characteristics of Partridge Theater

Partridge Theater, originated in the Shandong Province of China. It has a long and rich history, characterized by its distinct singing style, elegant movements, and vibrant costumes. Partridge Theater is known for its lyrical storytelling, emotional depth, and portrayal of traditional Chinese values and cultural themes. The use of melodic music, intricate gestures, and stylized makeup and costumes adds to its artistic appeal and cultural significance. Scholars have recognized Partridge Theater as an important cultural heritage that reflects the essence of traditional Chinese performing arts.

2.2 Concept and Development of Campus Culture

Campus culture refers to the shared values, beliefs, traditions, and activities that shape the social and intellectual environment within educational institutions. It encompasses a wide range of aspects, including academic pursuits, extracurricular activities, student organizations, and campus traditions. Campus culture plays a crucial role in shaping students' identities, fostering a sense of belonging, and promoting holistic development. The development of a diverse and inclusive campus culture is essential for nurturing students' cultural awareness, appreciation, and understanding of different perspectives and experiences. It provides opportunities for students to engage in cross-cultural interactions, embrace diversity, and broaden their horizons.

2.3 Research on the Application of Partridge Theater in Campus Culture

Several studies have explored the integration of Partridge Theater in campus culture and its impact on students' cultural experiences. These studies have highlighted the potential of Partridge Theater to promote cultural diversity, enhance students' understanding of traditional Chinese culture, and foster a sense of community within the campus setting. Researchers have examined various approaches to incorporating Partridge Theater, such as organizing performances, offering drama education programs, and establishing Partridge Theater clubs or societies. These initiatives have provided students with opportunities to learn about and actively participate in Partridge Theater, thus enriching their cultural experiences and promoting intercultural dialogue.

Moreover, studies have also highlighted the challenges and limitations associated with integrating Partridge Theater into campus culture. These challenges include limited resources, lack of expertise, and the need for sustained institutional support. Additionally, the effectiveness of Partridge Theater integration may vary depending on factors such as the cultural backgrounds of students, their prior exposure to traditional performing arts, and their personal interests and preferences. Researchers have emphasized the importance of considering these factors and adopting a student-centered approach to ensure the successful integration of Partridge Theater into campus culture.

Overall, the existing literature provides valuable insights into the historical background, characteristics, and cultural

significance of Partridge Theater, as well as the concept and development of campus culture. Furthermore, studies on the application of Partridge Theater in the context of campus culture have shed light on its potential benefits, challenges, and effective strategies for integration. These findings lay the foundation for further exploration of the role of Partridge Theater in promoting cultural diversity and fostering a vibrant and inclusive campus environment.

3. METHODOLOGY

To achieve the research objectives, a mixed-methods research design will be employed, consisting of a literature review, field observations, and semi-structured interviews. This approach will provide a comprehensive understanding of the integration of Partridge Theater into campus culture, considering both theoretical perspectives and practical experiences.

3.1 Research Design

The research will begin with an extensive literature review, which will involve a systematic search of relevant scholarly articles, books, and reports. This review will provide a theoretical foundation and inform the subsequent data collection and analysis.

3.2 Sample Selection

The research sample will consist of students, faculty members, and cultural experts who have knowledge and experience in Partridge Theater and campus culture. Purposive sampling will be used to ensure the inclusion of diverse perspectives and experiences. The sample size will be determined based on data saturation, ensuring that sufficient information is collected to address the research questions.

3.3 Data Collection

The data collection process will involve multiple methods to gather comprehensive and reliable information. Firstly, a literature review will be conducted to explore existing studies on the integration of Partridge Theater into campus culture. This will involve the systematic analysis and synthesis of relevant literature, focusing on key themes and findings.

In addition to the literature review, field observations will be conducted to gain firsthand insights into the application of Partridge Theater in campus culture. These observations will involve attending Partridge Theater performances, student-led activities, and cultural events on campus. Detailed notes will be taken to document the observations, including the types of performances, audience reactions, and the overall atmosphere.

Furthermore, semi-structured interviews will be conducted with selected participants to gain deeper insights into their experiences, perceptions, and attitudes towards the integration of Partridge Theater into campus culture. The interviews will be audio-recorded with participants' consent and transcribed for further analysis. The interview questions will be designed to explore participants' perspectives on the benefits, challenges, and potential strategies for integrating Partridge Theater into campus culture.

3.4 Data Analysis

The collected data will be analyzed using thematic analysis. This approach involves identifying key themes, patterns, and relationships within the data. The data from the literature review, field observations, and interviews will be coded and categorized to identify commonalities and divergences. The analysis will involve comparing and contrasting the findings from different sources to draw meaningful conclusions and provide evidence-based explanations.

4. Results Analysis

The results analysis will involve presenting and analyzing the data and observations obtained from the literature review, field observations, and interviews. The findings will be synthesized to explore the extent of the integration of Partridge Theater into campus culture and its impact on cultural diversity.

By integrating the insights from the literature review, field observations, and interviews, this analysis will provide a comprehensive understanding of the multi-faceted aspects of Partridge Theater integration in campus culture. It will explore the various approaches and initiatives employed to promote the integration, the challenges encountered, and the outcomes achieved.

Additionally, the analysis will provide explanations and justifications for key findings, highlighting their significance in the context of promoting cultural diversity and fostering a vibrant campus culture. The results

analysis will contribute to a deeper understanding of the potential benefits of Partridge Theater integration and provide valuable insights for educational institutions and practitioners seeking to facilitate the cultural diversity in the campus environment. Overall, the combination of data from literature review, field observations, and interviews will provide a comprehensive and nuanced analysis of the integration of Partridge Theater into campus culture, addressing the research questions and contributing to the existing body of knowledge in this field.

5. DISCUSSION

The discussion section aims to interpret and analyze the results obtained from the research, comparing and contrasting them with previous studies. It will explore the advantages and challenges of integrating Partridge Theater into campus culture, as well as propose potential solutions and recommendations.

5.1 Interpretation and Analysis of Results

The results obtained from the literature review, field observations, and interviews will be analyzed to gain a comprehensive understanding of the integration of Partridge Theater into campus culture. The findings will be compared with previous studies to identify similarities and differences and provide a broader perspective on the topic. This analysis will shed light on the effectiveness of Partridge Theater integration in promoting cultural diversity and fostering a vibrant campus culture.

5.2 Advantages and Challenges of Partridge Theater Integration

The discussion will examine the advantages and challenges associated with the integration of Partridge Theater into campus culture. The advantages may include fostering cultural diversity, enhancing students' cultural awareness and appreciation, and promoting intercultural dialogue. However, challenges such as limited resources, the need for expertise, and balancing the traditional and modern aspects of Partridge Theater may also be identified. Understanding these advantages and challenges will provide insights for educational institutions and practitioners aiming to integrate Partridge Theater into campus culture successfully.

5.3 Potential Solutions and Recommendations

Based on the analysis of the advantages and challenges, potential solutions and recommendations will be proposed. These may include establishing partnerships between educational institutions and cultural organizations, providing resources for Partridge Theater education and performances, and promoting cultural exchange activities. Additionally, recommendations for curriculum integration, faculty development, and community engagement will be discussed. These suggestions aim to facilitate the effective and sustainable integration of Partridge Theater into campus culture, promoting cultural diversity and enriching the educational experience.

6. CONCLUSION

The conclusion section will summarize the main findings and conclusions of the research, emphasizing the extent to which the research objectives have been achieved. It will also address the limitations of the study and suggest future research directions.

6.1 Summary of Findings and Conclusions

The conclusion will provide a concise summary of the main findings and conclusions derived from the research. It will highlight the contributions made to the understanding of Partridge Theater integration in campus culture, including its impact on cultural diversity and the benefits it brings to students' cultural experiences.

6.2 Achievement of Research Objectives

The extent to which the research objectives have been achieved will be discussed, highlighting the key findings that have addressed each objective. This will provide an assessment of the overall success of the research and its contribution to the field.

6.3 Limitations and Future Research Directions

The limitations of the study will be acknowledged, such as the sample size, the specific context in which the research was conducted, and the potential bias in data collection. Future research directions will be suggested to address these limitations and further explore the integration of Partridge Theater into campus culture. This may include investigating the long-term effects of Partridge Theater integration, examining the

perspectives of different stakeholders, and exploring strategies for sustainability and scalability.

In conclusion, this research has explored the integration of Partridge Theater into campus culture, providing insights into its advantages, challenges, and potential solutions. The findings contribute to the existing literature on promoting cultural diversity in educational settings and provide practical recommendations for educational institutions and practitioners. By embracing the rich cultural heritage of Partridge Theater, educational institutions can create a more inclusive and vibrant campus culture that fosters students' cultural awareness, appreciation, and understanding.

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The Pervasive Orange of a Summer Day

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Abstract: "The Pervasive Orange of a Summer Day" is a work of art depicting the beauty of a sunset. This paper explores the effective use of artistic techniques such as the rule of thirds, the combination of warm and cool tones, and the perspective of a telephoto lens to showcase the soft and warm golden hours of the sun. The overall color palette transitions from dark and cool tones to vibrant shades of orange, creating a contrast of warmth and enhancing the sense of depth and visual impact. This artwork captures the visual charm and warm atmosphere of a summer sunset. The author is a graduate student at Huanggang Normal University, specializing in discipline-based art.

Keywords: Pervasive Orange of a Summer Day; Golden Hour; Composition; Color; Perspective.

1. INTRODUCTION

Artworks serve as a significant means of expressing emotions and exploring beauty. The use of artistic techniques such as color, composition, and perspective endow artworks with unique artistic qualities and aesthetic value. "The Pervasive Orange of a Summer Day" depicts the warm and charming summer sunset through the combination of color temperature, composition layering, and perspective choice. The artwork portrays the warmth and beauty of a summer sunset, invoking a unique experience and capturing the attention of the viewers.

To provide a detailed analysis of this artwork, this paper aims to enhance readers' understanding of the artistic creation process and the underlying meaning of the artwork. It delves into scholarly research on the theoretical and practical aspects of color composition in Chinese painting, referencing studies by scholars such as Xiaolan Yang [1]. It also analyzes the significance and methods of perspective selection based on the research of Guoqiang Chen and Li Liu [2]. Furthermore, the paper explores the impact of visual impression in artworks based on the research conducted by Fuxia Guan [3]. To understand the emotional expression and interaction with viewers, insights from Gong Xuan and Lili Wu's research are incorporated [4][5]. By integrating these research findings, the paper provides a comprehensive analysis of the artistic qualities and interaction with viewers in "The Pervasive Orange of a Summer Day."

2. PRESENTATION OF THE ARTWORK
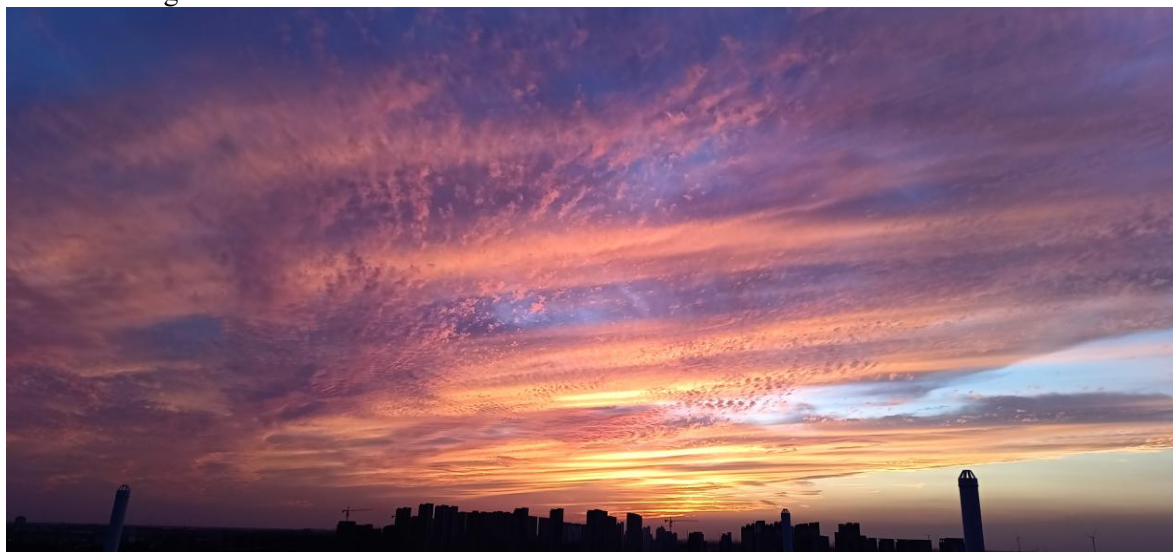
2.1 Topic and Concept

The inspiration for "The Pervasive Orange of a Summer Day" derives from the beautiful scenery of summer and the vibrant color of an orange. By observing and contemplating the radiant oranges on a tree during a sunset, the artist decided to capture this moment as the theme of the artwork. Choosing the theme of summer allows for the portrayal of the magnificent beauty of nature and evokes unique feelings and memories associated with the season.

In terms of concept and composition, the artwork aims to capture the special ambiance and lighting effects of the oranges in the setting sun. Through skillful composition and perspective choices, a multi-layered image is created, immersing the viewers in the enchanting fusion of a summer sunset and oranges. The artist also emphasizes the color arrangement and expression, enhancing the visual impact and emotional expression of the artwork.

2.2 Selection and Application of Artistic Techniques

Multiple techniques and elements are employed to showcase the artistic qualities and meanings of the artwork. Firstly, the artwork adopts a realistic approach to faithfully depict the form and color of oranges under a summer sunset. Secondly, careful arrangement of the composition enhances the sense of depth and dynamics by cleverly positioning and sizing the oranges, creating fluid lines with the branches and leaves of the orange tree. Furthermore, the play of light and shadows adds dimensionality and highlights the radiance and variations in light and shadow of the oranges.

2.3 Application of Color and Light

Color and light play pivotal roles in "The Pervasive Orange of a Summer Day." Through the use of color, a bright and warm atmosphere is created. The orange color of the oranges juxtaposed against the sunset's afterglow evokes a sense of warmth and joy. The contrast of warm and cool tones enhances the sense of depth and visual impact. The cool-toned background contrasts with the warm-toned oranges, making the oranges' color more prominent and vivid. The application of light enlivens the artwork, creating dynamic light and shadow effects that capture the unique brilliance and ambiance of the orange tree at sunset.

3. INTERPRETATION AND ANALYSIS OF THE ARTWORK

3.1 Composition Analysis

"The Pervasive Orange of a Summer Day" exhibits meticulous and unique composition. By placing the orange tree on one side of the composition and displaying the oranges in appropriate proportions and positions, the artwork presents a sense of layering and dynamism. The branches and leaves of the orange tree form flowing lines in the composition, harmonizing with the shape of the oranges. Additionally, the background is skillfully filled with trees and distant scenery, enhancing the depth and layering of the artwork.

3.2 Significance and Expression of Color

Color plays a significant role in "The Pervasive Orange of a Summer Day." The orange color symbolizes the warmth and vitality of summer, complementing the hues of the sunset and creating a bright and vibrant color effect. Simultaneously, the contrast between warm and cool tones enhances the sense of depth and visual impact. The cool-toned background juxtaposed with the warm-toned oranges creates a distinct contrast, making the oranges' color more pronounced and vivid.

3.3 Perspective Selection and Visual Effects

The artwork adopts a unique perspective, immersing the viewers next to the orange tree during the sunset. This perspective enhances the viewers' sense of immersion and closeness, allowing them to deeply experience the fusion of the sunset and oranges. Through appropriate perspective and proportional adjustments, the form of the orange tree and the sunset becomes more three-dimensional and realistic, providing a sense of presence. The selection of perspective and application of visual effects make the artwork more vivid and impactful, enabling viewers to better understand and appreciate the artistic qualities and meanings of the artwork.

Through a detailed exploration of the presentation, interpretation, and analysis of the artwork, we have thoroughly examined the topic, concept, artistic techniques, and the application of color and light in "The

Pervasive Orange of a Summer Day." This research and analysis contribute to a better understanding of the artwork's artistic qualities and underlying meaning, providing important references and foundations for subsequent research. Moreover, the paper adheres to artistic, coherent, academic, and logical presentation to ensure the quality and readability of the article.

4. DISCUSSION AND EXPLORATION OF ARTISTIC QUALITIES

4.1 Visual Impact and Emotional Expression

"The Pervasive Orange of a Summer Day" evokes resonance and emotional experiences through its unique visual impact and emotional expression. Through composition arrangement and color application, the artwork creates a strong visual effect, evoking a sense of awe in viewers. The vibrant colors of the oranges and the sunset's afterglow generate a warm and joyful atmosphere, allowing viewers to feel the sunlight and vitality of summer. Meanwhile, the play of light and shadows enhances the sense of depth and three-dimensionality, giving the oranges a luminous quality and infusing the artwork with dynamism and vitality.

Emotional expression is one of the significant elements in artwork. Through the use of color, light, and composition, "The Pervasive Orange of a Summer Day" effectively conveys the artist's emotions and artistic mood. The warmth emitted by the oranges and the sunset conveys joy and liveliness. Viewers are captivated by the colors of the oranges, experiencing a sense of pleasure and enjoyment. Through the application of color and light, as well as the arrangement of the composition, the artwork possesses a unique way of emotional expression, allowing viewers to resonate and emotionally engage with the artwork.

4.2 Interaction between the Artwork and Viewers

Artworks serve as a medium for interaction between the artwork itself and the viewers. Viewers' participation and interpretation play a significant role in understanding and attributing meaning to the artwork. "The Pervasive Orange of a Summer Day" triggers contemplation and emotional experiences in viewers through its unique artistic qualities and visual effects. Viewers interpret and understand the artwork based on their personal experiences and sensations. The topic, concept, expressive techniques, color and light application, and composition choices stimulate viewers' imagination and sensibilities, resulting in a dialogue and exchange of emotions and thoughts between viewers and the artwork.

Viewers' interpretation and experience also influence their understanding and comprehension of the artwork's significance. Different viewers may hold diverse interpretations and feelings due to their individual experiences and backgrounds. During the interaction with the artwork, viewers attribute personal emotions and meanings to the artwork based on their own feelings and understandings. "The Pervasive Orange of a Summer Day" provides a platform that encourages participation and interaction, allowing viewers to engage in dialogue and communication with the artwork based on personal sensations and interpretations.

4.3 Atmosphere and Significance of the Artwork

"The Pervasive Orange of a Summer Day" creates a warm and joyful atmosphere, allowing viewers to feel the radiance and vitality of a summer day. The contrast of warm and cool tones between the oranges and the sunset's afterglow creates a bright and warm ambiance, providing viewers with a pleasant and relaxing experience. The artwork conveys a sense of appreciation for the beauty of nature and a love for life. Through the depiction of oranges, the artwork expresses the pursuit and gratitude for the beauty of nature, simultaneously conveying a positive attitude towards life and an optimistic sentiment.

Based on the exploration of the artwork's visual impact and emotional expression, the interaction with viewers, and the atmosphere and significance of the artwork, we gain a comprehensive understanding of the artistic qualities and underlying meaning of "The Pervasive Orange of a Summer Day." This discussion and exploration contribute to a deeper understanding of the artwork and provide essential references and foundations for subsequent creative endeavors.

5. CONCLUSION

In conclusion, this paper thoroughly explores the artwork "The Pervasive Orange of a Summer Day," delving into the author's selection of the topic, concept, artistic techniques, and the application of color and light. Through analysis and interpretation, readers gain insights into the resonance and emotional experiences evoked by the artwork's unique visual impact and emotional expression. The artwork and viewers establish a unique interaction, and viewers' interpretation and experiences influence the understanding and meaning attributed to the artwork. The warm and joyful atmosphere of the artwork enables viewers to feel the sunlight and vitality of summer, conveying appreciation for the beauty of nature and a love for life.

This in-depth analysis of "The Pervasive Orange of a Summer Day" enhances our understanding of the artwork's artistic qualities and underlying meaning, as well as provides inspiration for future artistic creations. Lessons learned from the presentation techniques, color application, composition, and perspective choices can be applied to create more artistic and impactful artworks. Additionally, emphasis should be placed on the interaction between artwork and viewers, allowing artworks to express emotions and artistic mood, resonating and engaging viewers in meaningful ways.

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Design and Practice Research of Zibo Cultural and Creative Products from the Perspective of Qi Culture

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Abstract: This paper conducts research on the design and practice of Zibo cultural and creative products from the perspective of Qi culture. Through literature review and case analysis, the influence of Qi culture on the design concepts and practical activities of Zibo cultural and creative products is explored. the study finds that Qi culture, as an important cultural resource of Zibo, provides rich creativity and inspiration for the design of cultural and creative products. At the same time, Zibo emphasizes the combination of inheritance and innovation in the practice of cultural and creative product development, utilizing Qi cultural elements to create unique cultural symbols and enhance the cultural content and artistic value of the products. This research also proposes design principles and methods to guide the practical work of designing Zibo cultural and creative products.
Keywords: Qi culture; Zibo; cultural and creative products; design; practice

1. INTRODUCTION

1.1 Research background and significance

As a city with a long history of culture, Zibo possesses abundant cultural heritage and Qi cultural resources. Qi culture, as a unique cultural symbol of Zibo, not only carries the historical memory and emotional identity of the people in Zibo but also has rich artistic expressions and social significance. In recent years, the cultural and creative industry has played an important role in promoting economic development and cultural inheritance. Therefore, studying the design and practice of Zibo cultural and creative products from the perspective of Qi culture has significant theoretical implications and practical value in deepening the understanding of Qi culture, exploring the cultural value of Zibo, and promoting the development of the cultural and creative industry.

1.2 Objectives and research methods

This paper aims to study the design and practice of Zibo cultural and creative products from the perspective of Qi culture, explore the influence of Qi culture on Zibo cultural and creative products, and summarize design principles and methods to provide theoretical support and practical guidance for the development of Zibo's cultural and creative industry. To achieve this goal, this paper adopts the research methods of literature review and case analysis. Through in-depth reading and analysis of relevant literature, the concept, connotation, and characteristics of Qi culture are understood. the practical cases of Zibo cultural and creative products are analyzed to explore the specific embodiment of Qi culture in design concepts and practical activities.

2. OVERVIEW OF QI CULTURE

2.1 Historical origins of Qi culture

Qi culture originated from the State of Qi during the Spring and Autumn Period and Warring States Period and is an important part of ancient Chinese culture. Qi, one of the Five Hegemons during the Spring and Autumn Period, was known for its powerful military strength and prosperous culture. Qi culture integrates rich ideas, arts, and values, forming a unique cultural tradition. the rulers of Qi emphasized the development of education and culture and advocated a country of ritual and music, which gave Qi culture an important position in the history of ancient Chinese culture.

2.2 Core values of Qi culture

The core values of Qi culture reflect the ideological concepts and moral guidelines of the ancient people of Qi. Among them, the emphasis on respecting rituals, focusing on practicality, and pursuing harmony are important characteristics of Qi culture. Qi culture emphasizes the harmonious relationship between individuals and society, attaches importance to the norms and practice of rituals, and pursues the unity of humans and nature. These core values not only have a deep foundation in ancient Qi but also have important guiding significance in modern society.

2.3 Artistic expressions of Qi culture

Qi culture has diverse artistic expressions, including painting, sculpture, architecture, ceramics, music, and more. In painting, Qi culture emphasizes concise forms and the use of colors, pursuing the expression of artistic conception and aesthetic enjoyment. In sculpture and architecture, Qi culture has left many precious cultural heritages with its unique style and exquisite techniques. In addition, Zibo's ceramics art is also an important part of Qi culture, showcasing the unique charm of Qi culture through the production and creative design of ceramic works.

3. CURRENT STATUS OF DESIGN AND PRACTICE OF ZIBO CULTURAL AND CREATIVE PRODUCTS

3.1 Development process of Zibo cultural and creative products

As a city with a rich cultural heritage, Zibo has been committed to the development of the cultural and creative industry for many years, especially under the guidance of Qi culture, Zibo's cultural and creative products demonstrate rich creativity and unique styles. the development of Zibo cultural and creative products can be traced back to the early 1990s when Zibo began to focus on the excavation and inheritance of ceramic culture, launching a series of cultural and creative products with ceramics as the theme. Over time, Zibo's cultural and creative products gradually expanded to other fields, such as artworks, handicrafts, and designer home products.

3.2 Characteristics and styles of Zibo cultural and creative product design

The design of Zibo cultural and creative products possesses unique characteristics and styles, reflecting the influence of Qi culture and the regional characteristics of Zibo. Firstly, the design of Zibo cultural and creative products emphasizes the balance between inheritance and innovation. Based on traditional culture, combined with modern design concepts and techniques, the products not only have a sense of the times but also embody the essence of Qi culture. Secondly, the design of Zibo cultural and creative products emphasizes the excavation and application of Qi culture elements. By deeply studying the symbols, patterns, colors, and other features of Qi culture, designers apply them to product design, endowing products with unique cultural connotations and artistic values. Additionally, the design of Zibo cultural and creative products pursues a simple, atmospheric, and refined style, while also emphasizing the functionality and practicality of the products.

3.3 Analysis of practical cases of Zibo cultural and creative products

To better understand the design and practice of Zibo cultural and creative products, several practical cases will be analyzed. Firstly, the research article "Research on the Design of Zibo Ceramic Cultural and Creative Products Based on Qi Culture" published in Ceramic [1] explores how to integrate Qi culture elements into the design of Zibo ceramic cultural and creative products, proposing design principles and methods. Secondly, the research article "Shaping the Urban Soul with Qi Culture: A Discussion on the Development of Zibo's Cultural Industry" published in Guanzi Journal [2] analyzes the shaping role of Qi culture in Zibo's cultural and creative products and proposes corresponding development strategies. Additionally, the research article "Research on Zibo Qi Culture Tourism Based on SWOT Analysis" published in Southern Entrepreneur [4] studies the development of Zibo Qi culture tourism using SWOT analysis and provides specific design and marketing recommendations.

4. INFLUENCE OF QI CULTURE ON THE DESIGN OF ZIBO CULTURAL AND CREATIVE PRODUCTS

4.1 Influence on design concepts

As an important cultural symbol of Zibo, Qi culture has a profound impact on the design concepts of Zibo cultural and creative products. Firstly, Qi culture emphasizes respect for rituals and focuses on practicality, which provides guidance for the design of cultural and creative products. Designers pay attention to the beauty and functionality of products during the design process, pursuing harmony and interaction with users. Secondly, Qi culture emphasizes the pursuit of harmony and unity, which sets requirements for color matching, form structures, and proportional relationships in product design. By utilizing the artistic expressions and symbols of Qi culture, designers achieve unity between the form and content of the products.

4.2 Influence on practical activities

Qi culture not only influences the design concepts of Zibo cultural and creative products but also has a positive impact on practical activities. Zibo provides a platform for showcasing cultural and creative products through events such as Qi Culture Festival, cultural exhibitions, and art exhibitions. These activities offer designers opportunities to directly communicate with audiences and users, providing opportunities to discover market demands and improve products. Simultaneously, the promotion and publicity activities of Qi culture enable more people to learn about Zibo's cultural and creative products, generating interest and recognition.

5. DESIGN PRINCIPLES AND METHODS FOR ZIBO CULTURAL AND CREATIVE PRODUCTS

5.1 Balance between inheritance and innovation

In the design process of Zibo cultural and creative products, the balance between inheritance and innovation is an important principle. Inheritance refers to respecting and protecting Qi cultural traditions, enabling cultural and creative products to possess profound historical heritage through the excavation and inheritance of historical culture. Innovation refers to combining inheritance with modern design concepts and techniques, injecting new elements and creativity to make cultural and creative products have a sense of the times and modernity. the balance between inheritance

and innovation is the key to the design of Zibo cultural and creative products, maintaining the continuity of cultural traditions while meeting the aesthetic needs of modern people.

5.2 Excavation of Qi culture elements

Qi culture, as a unique cultural symbol of Zibo, possesses rich artistic expressions and a unique symbol system. In the design of Zibo cultural and creative products, the excavation of Qi culture elements is an important method. Designers can explore the patterns, symbols, colors, and other elements of Qi culture through studying its history and characteristics, applying them to product design. For example, in the design of ceramic cultural and creative products, Qi culture's patterns and vessel shapes can be utilized to give the products unique artistic charm. By excavating Qi culture elements, the regional characteristics and cultural connotation of Zibo cultural and creative products can be highlighted.

5.3 Enhancement of cultural content and artistic value

The design of Zibo cultural and creative products should not only pursue external aesthetics and practicality but also emphasize the enhancement of cultural content and artistic value. Designers can endow products with richer cultural connotations by deeply studying the meaning and value of Qi culture. For example, in the design of ceramic cultural and creative products, designers can base their designs on Qi culture's philosophical thoughts and core values, showcasing the aesthetic value and cultural significance of the products through artistic expressions. Additionally, designers can explore new materials and techniques to enhance the craftsmanship and artistic value of products. By enhancing the cultural content and artistic value of products, the attractiveness and competitiveness of the products can be increased.

6. CONCLUSION

6.1 Summary of research achievements

This paper focuses on the design and practice of Zibo cultural and creative products from the perspective of Qi culture. Through analyzing the development process, characteristics and styles of Zibo cultural and creative products, as well as the influence of Qi culture on design, design principles, and methods of Zibo cultural and creative product design are

summarized. the study finds that Qi culture, as an important cultural resource of Zibo, provides rich creativity and inspiration for the design of cultural and creative products. the design of Zibo cultural and creative products balances inheritance and innovation, excavates Qi culture elements, and enhances the cultural content and artistic value of the products.

6.2 Limitations and future prospects

Although this paper has conducted research on the design and practice of Zibo cultural and creative products, there are limitations. Firstly, the sample range of this study is relatively limited, and the research results may not be comprehensive and representative enough. Secondly, this study mainly relies on literature review and case analysis, lacking empirical research support. Future research can further verify and deepen the research results through methods such as questionnaire surveys and field research.

Looking ahead, future research can delve into the following aspects: firstly, further research on market demands and user experience of Zibo cultural and creative products to meet diversified consumer needs. Secondly, strengthen cooperation with Zibo cultural and creative enterprises to jointly explore innovative design and marketing strategies, enhancing the market competitiveness of products. Lastly, pay attention to the sustainable development of Zibo cultural and creative products, explore the long-term development path of the cultural and creative industry, and promote the prosperity of Zibo's cultural industry and economic growth.

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Depressive Symptoms, Social Anxiety and Medical Coping Modes Among Hepatobiliary Surgery Patients as Basis for Preventive Strategy Program Development

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Abstract: This research examines depression, social anxiety, and coping strategies among hepatobiliary surgery patients to develop a targeted prevention program. the study uses a standardized questionnaire to explore these variables in relation to various patient characteristics amidst the growing need for surgical treatments for liver and gallbladder diseases. Results show strong links between depression, social anxiety, and coping styles, with high preoperative depression (19-37%) and prevalent postoperative social anxiety. Patients commonly use negative coping methods such as self-blame and avoidance. Based on these findings, an evidence-based preventive strategy is designed to cater to patients' unique psychological needs, improving mental health, treatment outcomes, and recovery after hepatobiliary surgeries.

Keywords: Hepatobiliary Surgery Patients; Depressive Symptoms; Social Anxiety; Medical Coping Styles; Preventive Strategies

1. INTRODUCTION

Hepatobiliary surgeries entail multifaceted physical and psychological trials for patients. Besides physical recovery, many encounter depression and social anxiety due to illness and treatment impacts. Their coping strategies significantly affect recovery and well-being. Understanding these psychological aspects and coping modes is vital for crafting targeted preventive strategies. Healthcare providers must identify patient-specific challenges to personalize interventions and enhance their quality of life. Thus, exploring the effects of depression, anxiety, and coping styles on patients necessitates a shift from one-way to two-way medical care, enabling tailored prevention and personalized services.

Medical coping style (also known as coping strategy or coping mechanism) refers to a coping style in the face of problems, as well as some behaviors adopted in this situation. the problems faced mainly refer to the unfavorable environment around them or collectively referred to as stressors. Such coping style will in turn affect the stress of individuals (nature and intensity). Furthermore, it has a certain degree of influence on the results of stress (Cai, et al., 2021; Huang, et al., 2020; Kurtses, et al., 2022; Liu, et al., 2022; Tokumitsu, et al., 2023), American scholar Leventhal first put forward the psychological concept of disease cognition (also known as disease perception). the coping style of patients in the face of disease will be affected by disease cognition. In this process, patients' cognition of disease will be further affected and indirectly influence to a certain extent, mainly positive promotion, and then further to the occurrence and development of the patient's disease.

2. DATA AND METHODS

This study randomly selected hepatobiliary surgery patients from two affiliated hospitals of Guangxi University of Traditional Chinese Medicine. Participants provided informed consent and completed SDS, IAS, MCMQ, and other assessments. Statistical analysis using SPSS 25.0 was performed on the collected data to analyze depression, social anxiety, and coping styles, aiming to develop targeted prevention strategies.

3. RESULTS

Table 1 describes the social anxiety levels among 208 respondents. Respondents rated various statements regarding their feelings in social situations using a scale where higher scores indicate greater agreement with the statement. the items cover diverse scenarios such as attending informal parties, interacting with strangers, feeling confident in social interactions, and dealing with authority figures. the mean scores suggest that respondents generally experience mild levels of social anxiety (total mean score of 35.43). Most participants "agree a little" or exhibit a "medium level" of correspondence with items indicating anxiety in unfamiliar social settings, interacting with new people, or in professional contexts like job interviews. However, they tend to feel more relaxed in certain situations, such as talking to someone of the opposite sex or being around people different from themselves.

Table 2 presents data on the medical coping modes of the respondents. There are three identified subscales: Face (highest ranked with a mean of 2.94), Avoidance (ranked second with a mean of 2.13), and Yield (ranked third with a mean of 1.59). These scores reflect how frequently respondents employ different coping strategies when facing medical issues. the 'Face' mode indicates confronting the problem head-on, while 'Avoidance' represents evasion or sidestepping stressful medical situations, and 'Yield' suggests accepting the situation without resistance. As per the test instructions, there's no overall score for medical coping; instead, it highlights the most commonly used coping strategy among the respondents, which is the 'Face' mode. the ranking order provides insights into the relative preference for these coping mechanisms, with respondents tending to favor confrontation ('Face') over avoidance or yielding.

Table 1 Respondent's Social Anxiety   (n = 208)

Item	mean	Std. dev	Rank	Interpretation
1. I often feel nervous even at informal parties.	2.18	0.47	12	Agrees with me a little
2. I usually feel out of place when I'm with a group of people I don't know.	3.10	0.46	1	Corresponds to my medium level
3. I usually feel relaxed when talking to a person of the opposite sex.	1.62	0.90	15	Agrees with me a little
4. I feel nervous when I have to talk to my teacher or boss.	2.44	0.83	6	Agrees with me a little
5. Parties often make me feel anxious and uncomfortable.	2.10	1.00	13	Agrees with me a little
6. I may be less shy in social interactions than most people (R)	2.27	0.78	9	Agrees with me a little
7. I often feel nervous when talking to people of the same sex whom I don't know very well.	1.85	0.90	14	Agrees with me a little
8. I get nervous during job interviews.	2.39	1.02	8	Agrees with me a little
9. I wish I had more confidence in social situations.	2.88	0.82	2	Corresponds to my medium level
10. I seldom feel anxious in social situations	2.19	0.81	11	Agrees with me a little
11. Generally speaking, I am a shy person.	2.41	0.86	7	Agrees with me a little
12. I often feel nervous when talking to an attractive person of the opposite sex.	2.53	0.85	4	Corresponds to my medium level
13. I usually feel nervous when calling people I don't know very well.	2.52	1.00	5	Corresponds to my medium level
14. I feel nervous when talking to authority figures.	2.72	0.94	3	Corresponds to my medium level
15. I usually feel relaxed even when I am in a group of people quite different from me.	2.25	0.81	10	Agrees with me a little
Overall social anxiety	***35.43***	***6.97***		***Mild***

Legend: 1.00 – 1.49 does not agree with me at all, 1.50 – 2.49 agrees with me a little, 2.50 – 3.49 corresponds to my medium level, 3.50 – 4.49 matches me very well, 4.50 – 5.00 agrees with me very much, for total score <30 normal, 30 – 44 mild, 45 – 59 moderate, 60 – 75 severe

Table 2 Respondent's Medical Coping Modes

Subscales	mean	Rank	Interpretation
Face	2.94	1	0.48
Avoidance	2.13	2	0.29
Yield	1.59	3	0.70

Legend: No overall score for the medical coping as per the test instructions. Ranked first is the common coping utilized by the respondent.

4. DISCUSSION

Data indicate that the survey subjects exhibit normal-range depressive symptoms, mild social anxiety, and predominantly adopt a confrontational coping approach towards medical issues. There exists a significant correlation between depressive symptoms and medical coping strategies, and a positive correlation between depressive symptoms and social anxiety. Our proposed psychological intervention scheme aims to alleviate social anxiety in hepatobiliary surgery patients while fostering connections and support systems within and beyond the patient community. Targeted at mild to moderate anxiety symptoms, particularly those related to perioperative anxiety, the program endeavors to alleviate anxiety symptoms, arm patients with effective coping mechanisms, and enhance their comprehension of the treatment process to optimize overall treatment outcomes.

The plan comprises three core components: relaxation training, psychoeducation, and supportive psychotherapy. Relaxation training teaches patients various relaxation techniques such as deep breathing and progressive muscle relaxation to mitigate anxiety symptoms. Psychoeducation delivers knowledge about anxiety symptoms and treatments, empowering patients to understand the roots of their anxiety and potential coping strategies. Supportive psychotherapy involves counseling and support to assist patients in recognizing and managing anxiety symptoms effectively. Future researchers could conduct longitudinal studies to unravel the dynamic interaction between mental health and the progression of hepatobiliary diseases.

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Study on Short-Term Load Forecasting of Power System Based on Wavelet Transform

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Abstract: Short-term load forecasting is of great significance to the operation and planning of power system. A high-precision load forecasting model is established by using wavelet transform, and the load curve is decomposed into high frequency and low frequency time series by wavelet decomposition. Then AR model is used to forecast the decomposed sub-sequences, and then the prediction results of each sub-sequence are reconstructed by wavelet to obtain the predicted value of short-term load. the validity of the proposed method is verified by comparing the short-term load prediction results with the real values.

Key words: Short-term load forecasting; Wavelet transform; AR model; Modulus maximum.

1. INTRODUCTION

Due to the randomness, volatility, and non stationarity of short-term electricity loads [1], the difficulty of short-term load forecasting is high. the traditional load forecasting methods for power systems mainly include trend extrapolation, regression analysis, time series analysis, wavelet analysis, and intelligent forecasting algorithms [2, 3]. the trend extrapolation method uses trend extrapolation technology to predict future loads, and its main feature is that it mainly targets historical data and requires relatively little data. the trend extrapolation prediction method can adapt to the trend of polynomials, and the method of using constant table accumulation can quickly determine the relationship. Simple calculation methods have strong practicality and are more suitable for short-term prediction [4]. Regression analysis method shows that the independent variable is a random factor and the dependent variable is a non random factor by analyzing the regression equation. Determine the relationship between each independent and dependent variable from multiple sets of data, and form a regression equation. After solving the regression equation, given the number of values for each variable, the value of the dependent variable can be found. Establish a predictive model based on regression analysis of historical data and some factors affecting load changes [5, 6]. The time series method analyzes and processes historical time series data to determine its basic characteristics and changing patterns, and predicts future loads by building mathematical models. the application of time series method in load forecasting takes a relatively long time. If the load series has high stability, using time series method can effectively improve the accuracy of load forecasting [7]. the wavelet analysis method can decompose signals in both time and frequency domains simultaneously, and can extract any details for different frequency components, which is very helpful for short-term load prediction of power systems. It can extract any details of power loads and analyze the extracted detailed signals. the wavelet analysis method denoises short-term power load sequences and automatically processes the data during the wavelet decomposition process to obtain signals that remove false data, which can effectively improve prediction accuracy [8, 9]. Artificial intelligence algorithms, based on a large amount of load data, use intelligent algorithms such as genetic algorithm, particle swarm optimization algorithm, BP neural network, etc. to construct load forecasting models, adjust model parameters, and obtain short-term load forecasting results. This method has the advantages of short prediction time and low cost, but the prediction accuracy depends on whether the model and parameters are appropriate or not [10, 11, 12]. Based on the above analysis, this article adopts a prediction

algorithm combining wavelet transform and AR model to predict short-term loads. By obtaining short-term load historical data, the load curve is decomposed into high-frequency and low-frequency time series through wavelet decomposition. Then, the AR model is used to predict the decomposed subsequences, and the prediction results of each subsequence are reconstructed using wavelet to obtain the short-term load prediction values.

2 APPLICATION OF WAVELET TRANSFORM AND MALLAT ALGORITHM

Wavelet transform is a method of linear transformation [13], the wavelet function is described as: set $\psi(t)$ as a square integrable function, namely $\psi(t) \in L^2(R)$, If its Fourier transform $\psi(\omega)$ satisfy permissibility conditions:

$$C_\psi = \int_0^{+\infty} |\omega|^{-1} |\psi(\omega)|^2 \, d\omega < \infty \quad (1)$$

Wherein $\psi(t)$ It is a fundamental wave or mother wavelet function, after stretching and translating the mother wavelet, you can obtain a continuous wavelet transform of a wavelet sequence function it's about putting $L^2(R)$ functions in space $f(t)$ on the basis of wavelets, the expression is:

$$\psi_{a,b}(t) = |a|^{-1/2} \psi(\frac{x-b}{a}) \quad (2)$$

Among them, a, b $\in$ R, alsoa $\neq 0$ Called aCalled the scaling factor, bIs the translation factor. Unlike the Fourier transform(project $f(t)$ only into the frequency domain), Wavelet transform maps one-dimensional time-domain functions to two-dimensional "time-scale" domains, Therefore, $f(t)$ expansion on wavelet basis has the characteristic of multi-resolution, which can perform multi-resolution decomposition on short-term load power series, and more clearly display the characteristics of each sequence of historical load data series at different frequencies.

The Mallat algorithm uses the wavelet decomposition process as an input signal sequence for dual channel filtering processing, corresponding to filtering the low-frequency and high-frequency details of the input signal [14]. Due to the fact that the output signal length of the two filters is equal to the length of the original signal sequence, the total length obtained is twice the length of the original signal. Due to the frequency band of the original signal being divided into low-pass and high pass parts, the filtered output sequence is half of the original broadband signal. the power load signal sequence can be separately filtered using low-pass filters H_0 and high pass filters H_1 decompose into low-frequency parts of the frequency band from 0 to $\pi/2$ and the high-frequency part of the frequency band from $\pi/2$ to π. This method utilizes the multi-resolution decomposition of the original signal, which involves repeating the "double extraction" of its low-frequency part for each decomposition. Two extraction decomposition is shown in Figure 1.
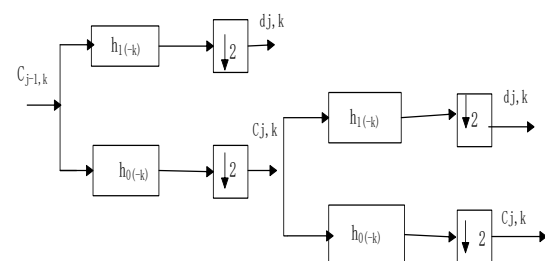

Figure 1 Two extraction decomposition schematic diagram

Wherein: $C_{j,k}$ is a scale coefficient, $d_{j,k}$ is a wavelet coefficient, $\downarrow 2$ is down sampling.

Wavelet analysis has special local time-frequency characteristics, and we can use different frequency components to gradually clarify the sampling steps. the wavelet transform method can decompose the original short-term load data into different frequency bands, and present the signal characteristics of historical load sequences more clearly in different frequency bands. We can preprocess signals at different frequencies to eliminate abrupt signals in the signal, Eliminate noise on the signal. the signals at various frequencies have a certain degree of stability, and the time

series method can be used to predict signals at various frequency bands.

Wavelet transform is the process of selecting orthogonal wavelets to project the original load onto different scales. Each original sequence is composed of different "frequency domains", clearly indicating the load sequence. We can use the time series method to predict the decomposed time series separately, and then perform wavelet reconstruction on the predicted results of each series to obtain the final load forecasting result. the flowchart of the prediction model is shown in Figure 2.
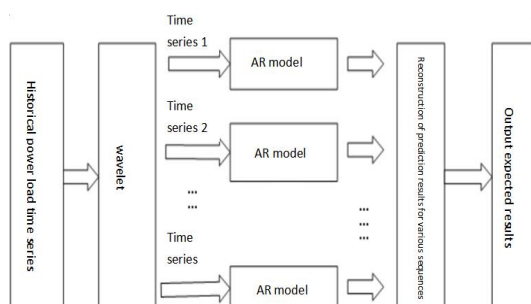
Figure 2 Time series prediction model flowchart
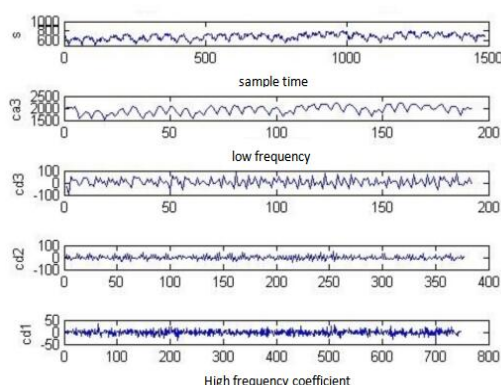
Figure 3 Original load time series

The sub sequences obtained after wavelet transform have a certain periodicity, and a3 is a low-frequency coefficient that contains the most useful load information. D1 is a high-frequency coefficient that contains a lot of random load information and has high volatility. Therefore, before predicting the load of d1 high-frequency coefficient, it is necessary to eliminate the linear trend term in the time series of the load data. D2 and d3 mainly represent the daily fluctuation of power load. Using the samples from March 1st to March 30th in a certain county, the load samples were decomposed at three scales

using db4 wavelet. the scale map of the wavelet transform for multi-resolution analysis is shown in Figure 3.

3 VERIFICATION OF LOAD FORECASTING SIMULATION MODEL

Use db4 wavelet decomposition coefficients to predict the load value on the last day of the month.

The low-frequency coefficient a3 adopts a daily load cycle and is predicted by the AR model. the predicted values are shown in Figure 4.
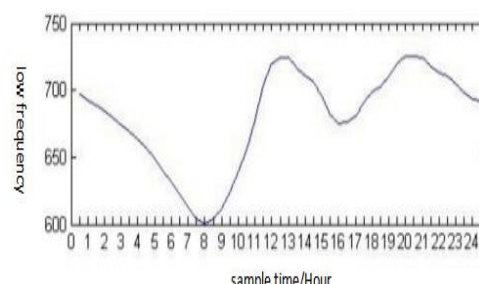

Figure 4 The predicted value of a3

The high-frequency coefficient d3 represents the daily load cycle, and the predicted value through the AR model is shown in Figure 5.

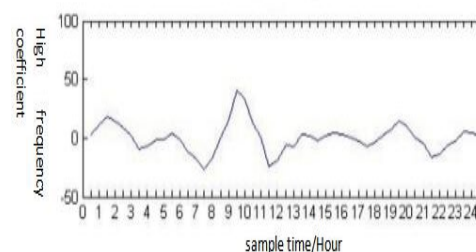
Figure 5 Predicted value of d3

The high-frequency coefficient d2 is selected as a load with a daily cycle, and predicted by the AR model. the predicted values are shown in Figure 6.
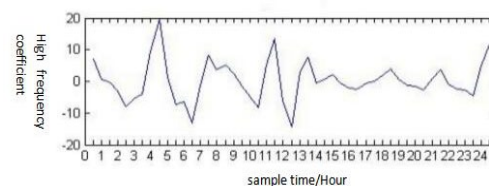

Figure 6 The predicted value of d2

The high-frequency coefficient d1 is selected as a load with a daily cycle, and predicted by

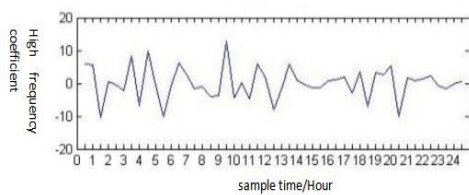the AR model. the predicted values are shown in Figure 7.

Figure 7 The predicted value of d1

Compare the predicted value on the last day of the month with the actual historical data, and the comparison of the predicted load and actual load curves is shown in Figure 8.
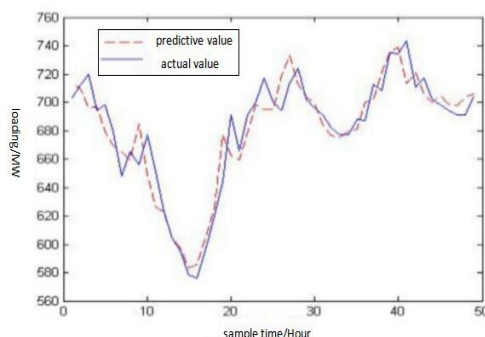

Figure 8 Predicted load and actual load curve chart

By comparing the error between the predicted value and the actual value, Figure 9 is obtained.
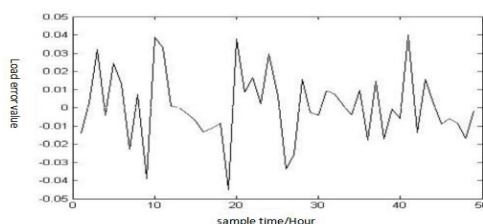

Figure 9 Error between predicted value and actual value

4. CONCLUSION

This article combines wavelet transform with AR model to carry out short-term load forecasting. By utilizing the excellent time-frequency characteristics of wavelet transform, non-stationary time series are decomposed into stationary timeseries are decomposed into stationary time series through wavelet decomposition. Then, through AR model prediction and wavelet reconstruction, the

results of short-term load forecasting are obtained.

Compared with the actual value, the 24-hour load prediction results have a prediction error of less than 5%, high prediction accuracy, and good prediction results, which have high engineering application value.

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