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CONTENTS

Analysis of the Challenges and Optimization Paths in the Construction of University Integrated Media Centers

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Abstract: In the era of all media, the media landscape is undergoing profound changes. Mainly manifested in media convergence, that is, the integration and complementary advantages of traditional media and emerging media. University media must accelerate the pace of media integration, overcome the shortcomings of weak integration concepts, poor integration of communication channels, insufficient support from professional talents, and unclear communication positioning, and break the deadlock and dilemma of integrated media construction from the aspects of reforming organizational structure, innovating work processes, and accelerating team building, and promote the construction process of integrated media centers.

Keywords: media convergence; Integrated Media Center; Dissemination; Construction path; colleges and universities

1. BACKGROUND AND SIGNIFICANCE OF THE CONSTRUCTION OF INTEGRATED MEDIA CENTERS IN UNIVERSITIES

1.1 Expand the coverage of ideological and political education discourse

According to the 51st Statistical Report on China's Internet Development released by the China Internet Network Information Center (CNNIC), as of December 2022, the number of Internet users in China has reached 1.067 billion. Among them, young people aged 20-29 account for 17.2% of the total number of netizens. As aborigines of the Internet, college students are more directly and profoundly affected. Higher vocational colleges should always adhere to where students focus on, where the tentacles of ideological and political education work should be extended, build a new media matrix, promote innovative development of financial media, condense youth with fresh online education carriers and manifestations, and promote online ideological and political education from "palm" to "heart".

1.2 Beneficial for the construction of a large-scale publicity framework

The concept of building an integrated media center meets the requirements of the construction of the "large-scale propaganda" pattern. To build a "big propaganda" pattern in vocational colleges, we should deeply promote media integration, closely integrate propaganda and ideological work with the work of various departments, integrate the propaganda resources of the whole school, do a good job in "inclusive" articles, jointly build advantageous platforms, share high-quality resources, jointly build good mechanisms, and establish a three-dimensional propaganda network that is shared by the whole school, participated by all staff, and covers all fields.

2. PROBLEMS IN THE CONSTRUCTION OF INTEGRATED MEDIA IN VOCATIONAL COLLEGES

2.1. Weak integration concept

At present, various vocational colleges attach great importance to the construction of integrated media centers, hoping to establish a "network, micro, blog, Douyin, and newspaper" integrated linkage platform by creating a central kitchen in the college. However, the propaganda staff of various departments and faculties have not yet had a deep understanding of the integrated development of campus media in the new media environment, and the impact of its integrated development has not received their

attention. the campus media team is mainly composed of students under the guidance of teachers. Students from various departments and majors in the school who are interested in campus media communication gather here. the majors are diverse, and the number of students who have received systematic education in journalism and communication is limited. Although young students have active thinking, traditional campus media operation thinking is difficult to change without the guidance of professional media integration concepts, and the integration concept of campus media teams is generally weak.

2.2. Poor integration of communication channels

From an organizational perspective, the integration of media in vocational colleges involves multiple departments, with mixed personnel and difficulty in overall management. the official campus media platform of higher vocational colleges is usually managed by the Propaganda Department of the Party Committee, and the College Student Journalists Group, an organization under the Propaganda Department of the Party Committee, operates official WeChat official account, microblog, Tiktok and other platforms. Each department, student office, Youth League Committee, etc. has its own publicity team and operates its own WeChat official account, microblog, Tiktok and other platforms. Integration often involves official new media platforms operated by the Party Committee Propaganda Department, as well as various departments such as departments, student affairs offices, and youth league committees, each with their own independent and non-interference approaches. Under this independent mechanism, it is impossible to achieve effective integration and optimization of resources. Even if initial integration is carried out, it is often not given enough attention. In the case of a single campus news content, traditional and new media often repeatedly publish the same news. Lack of originality in content, lack of substantial integration and innovation in form, poor readability and dissemination effect, resulting in resource waste.

2.3. Insufficient support for professional talents

University integrated media centers often rely on student teams for operation, while vocational college students generally have a 3-year study period. After one year of professional training, they work in the center for one year in the second year and have to enter the enterprise for internships in the third year. Student teams often face the problem of "shortage of talent". Meanwhile, talent cultivation mainly involves teachers guiding students and senior students mentoring junior students. the teachers responsible for guidance have diverse majors and have not undergone systematic learning. There are few teachers who have received professional education in journalism and communication, and they do not have a deep understanding of the laws of news communication and the application of related technologies. They may not even know how to use professional technical equipment and lack professionalism. Guidance teachers are also responsible for heavy administrative work, and are not dedicated to the cultivation and construction of campus media teams, with limited energy. In addition, students participating in campus media work come from various departments and majors across the school. Without receiving professional training, the overall professional competence of the talent team is not high.

2.4. Unclear dissemination positioning

From a service perspective, the construction of integrated media centers in vocational colleges ultimately needs to serve the two major needs of "news and public opinion guidance" and "teacher-student learning and life", and there are often shortcomings in the integration of media service functions. the diversification and complexity of university construction itself, as well as the corresponding discourse systems for enrollment and employment, education and teaching, research and development, logistics services, campus life, etc., also exist in parallel with various platforms such as first level (school level) platforms, second level (department, department) platforms, student associations, special affairs, etc. the overlapping functions, service information, and human resources of the platforms have led to a relatively scattered media service module in universities, and the supply mode of service products is not clear enough, integration is not

deep enough, and a strong service advantage has not been formed. Even if initial integration is carried out, it is often not given enough attention. In the case of a single campus news content, traditional and new media often repeatedly publish the same news. Lack of originality in content, lack of substantial integration and innovation in form, poor readability and dissemination effect, resulting in resource waste.

3. OPTIMIZATION PATH FOR THE CONSTRUCTION OF INTEGRATED MEDIA CENTERS IN VOCATIONAL COLLEGES

3.1. Reform the organizational structure and optimize the procurement and editing process

Develop an overall construction plan from the perspective of the school party committee and do a good job in top-level design. Integrate campus media resources from a mechanistic perspective, coordinate management and unified scheduling, and promote organizational and personnel integration. the overall construction plan can be divided into platform construction, institutional setting, operational mechanism, team charter, etc.

Platform construction includes software construction and hardware construction. By creating a central kitchen and establishing an integrated platform of "Internet, WeChat, Weibo, Douyin, and Newspaper", we aim to achieve the construction of lightweight software for integrated media in universities. Build a new platform that can achieve cross departmental, cross media, cross regional, and cross professional media resource integration. It has the functions of unified uploading, reviewing, classifying, storing, and downloading applications of resources, and enables all school correspondents to contribute to the school website, WeChat, Weibo, Tiktok, and school newspaper at one click. Improve hardware construction level, build integrated media screens, and achieve visualization of data results. Establish a unified multimedia database and build six major information storage warehouses, namely: text database, image database, audio database, video database, historical database, and finished manuscript database. Strive to make it a digital information service platform

for professional campus multimedia. the institutional setup should clarify the central structure, personnel allocation, departmental responsibilities, and integrate media team resources scattered throughout the school. For example, the center has two chief and deputy directors; the center is composed of a student team and a teacher team. the student team includes the editorial team, the image team, the video team, the planning and design team, and the production team. There are three main responsible persons: the general manager, the technical manager, and the operation manager. the teacher team has one overall leader, one person in charge, and four supervising teachers. the operational mechanism should clarify institutional construction and work system, and pay attention to reflecting the concept of integration. For example, student teams are project oriented, with each group assigning personnel and tasks to jointly complete research analysis and in-depth development reports on the project. According to the needs of different communication platforms, major events and events should be written from multiple perspectives to achieve "multiple contributions" and "multiple contributions for one event". the team charter should specify the job responsibilities, attendance, discipline, and other requirements of each team leader and group. Departmental meetings, topic selection meetings, pre harvest meetings, etc. should all establish secondary responsibilities.

3.2. Innovate workflow and promote platform integration

To build a university integrated media center, it is necessary to open up the path of integrated development, establish a "central kitchen", and form a unified content production and management platform. the platform should support editing, storage, and distribution of various media forms such as text, images, videos, and audio, achieving seamless integration and rapid conversion of content.

In terms of content production, it is necessary to redefine the content production process, from planning, collection, editing, review to publishing, with each link closely connected to reduce repetitive labor and improve production efficiency. After the campus journalist collects and writes content, the editing team creates according to the different

characteristics of new media language, newspaper language, and radio language to meet communication needs. the school newspaper pays attention to organically infiltrating and integrating public opinion guidance into various news, communication, reporting, commentary, and theoretical articles, and achieves correct public opinion guidance through rich and colorful genres and forms. Campus broadcasting should pay attention to the three-dimensional sense of sound and emotion, while new media should use vivid forms and novel perspectives to attract readers' interest. In order to achieve the integration and reconstruction of the procurement, editing, and distribution processes of integrated media products, it is necessary to break down traditional departmental barriers and establish interdisciplinary integrated media teams, including roles such as news gathering and editing, visual design, technology development, and data analysis. A matrix management structure should be formed to promote the cross integration of knowledge and skills, and thus create "versatile" integrated media technology talents.

3.3. Strengthen team building and enhance abilities and qualities

The output mode of integrated media products and the evolution and innovation of all media communication forms not only empower the propaganda work of universities, but also put forward higher requirements for the propaganda work of universities. As talent is the core driving force for the development of integrated media centers, strengthening the construction of talent teams has become an urgent task.

Universities can jointly establish "industrial colleges" with media organizations to cultivate professional talents through internships, joint training, project cooperation, and other means. Regularly hold internal training and workshops, inviting industry experts and senior media professionals to give lectures, covering various aspects such as news ethics, integrated media technology, content innovation, data analysis, etc., continuously improving the professional skills and innovation abilities of team members. At the same time, encourage members to participate in external learning resources such as online courses and seminars, broaden their horizons, keep up with industry trends, and create a good atmosphere for lifelong learning.

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Research on the Management of Earnings from Related Party Transactions of Listed Companies

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Abstract: At present, the transaction relationship between Chinese enterprises has become more and more complex and hidden, and the management of surplus from related party transactions has set off a new round of development, and the situation has become complex and diverse. In China's securities market, there are a large number of earnings management behaviors of listed companies, and related-party transactions are a common means of earnings management of listed companies. By explaining the relationship between related-party transactions and earnings management, this paper further analyzes why and how listed companies use related-party transactions for earnings management

Keywords: Related-Party Transactions; Earnings Management; Listed company; Normative countermeasures

1. INTRODUCTION

According to a recent survey conducted by relevant institutions, related-party transactions as a method of earnings management account for more than 50% of all methods of earnings management of listed companies. Because there is less and less room for listed companies to use the selectivity of accounting policies for earnings management, related-party transactions are increasingly "favored" by listed companies.

2. DEFINITION OF EARNINGS MANAGEMENT FOR RELATED PARTY TRANSACTIONS

In order to make the financial information meet their own management needs, the controlling shareholders and senior managers of listed companies take advantage of the selection of accounting policies and the defects of existing systems and standards to influence financial index information such as profits and pursue their own interests by constructing related party transactions and disclosing and managing related party transactions.

3. METHODS FOR MANAGING THE EARNINGS OF RELATED PARTY TRANSACTIONS OF LISTED COMPANIES

3.1 Earnings management by means of related purchase and sale pricing.

In practice, many listed companies in China have adopted the method of negotiated pricing for related-party transactions, but such negotiated pricing cannot guarantee fairness. This will lead to the listed company artificially inflating or decreasing the transaction price, so as to achieve the purpose of earnings management.

3.2 Surplus management by means of passing on costs.

The impact of expenses on corporate profits is more direct, because the majority of investors have no way to judge and grasp the principle of apportionment of various service costs of listed companies and whether the specific amount is reasonable, listed companies have a lot of room for operation in this regard, and China's listed companies often use these service items to carry out earnings management, so as to regulate profits.

3.3 Surplus management by collecting capital occupation fees.

When a listed company suffers a loss due to poor operation and profitability, it may not pay the capital occupation fee to the parent company, or the parent company may return the capital occupation fee paid in previous years to the listed company, or the listed company may collect the capital occupation fee from the investee to improve the profit

level of the listed company to achieve the purpose of earnings management.

3.4 Earnings management by using the price of asset leasing.

Most of the listed companies in China are not listed as a whole, which leads to the existence of asset leasing relationships between listed companies and their group companies. Asset leasing includes the leasing of fixed assets such as equipment and plants, and intangible assets such as trademarks and land use rights. Because the fair price of various asset leases fluctuates greatly, when the listed company is not in the case of unsatisfactory operation and profitability, the group company can artificially reduce the rental price or charge a symbolic fee, and in turn, the listed company leases the listed company's own assets to the group company and affiliated enterprises at a rent far greater than the fair price, or the listed company subleases the assets leased from the parent company to the related party company at a higher price, forming other business profits of the listed company. This enables earnings management.

3.5 Earnings management by means of special transactions between related parties of upstream and downstream enterprises.

Municipal companies usually use various means to turn purposeful related party transactions into non-related and hidden related party transactions. the use of upstream and downstream enterprises as stakeholders will naturally conceal purposeful related party transactions. For example, if a company does not meet the expected profit target at the end of the period, it may try to communicate and negotiate with its commodity purchasing company to prepare the next purchase order in advance. In doing so, the corresponding targets can be met within the limits of the law. However, we should also note that if companies often take advantage of this correlation and engage in such mutually beneficial activities from time to time, this may really cause distortion of accounting information.

4. MEASURES TO STANDARDIZE THE MANAGEMENT OF EARNINGS FROM RELATED PARTY TRANSACTIONS OF LISTED COMPANIES

4.1 Improve the definition of the scope of related-party transactions.

This paper proposes to expand the scope of related-party transactions, so that dealers, suppliers, agents, etc., who have regular transactions with listed companies should determine the corresponding proportions according to the size of different companies, and include relevant enterprises above this proportion into the scope of related parties, and companies closely related to corporate transactions into the scope of disclosure, so as to greatly limit the way in which listed companies can manage the earnings of related-party transactions.

4.2 Strengthen the construction of relevant laws and regulations.

Drawing on the legal management of related-party transactions in foreign countries, this paper suggests that the following contents of the Company Law and the Securities Law should be improved: first, the scope of related-party transactions and their related-party transactions should be clearly and specifically defined in accordance with the principle of substance over form. Second, standardize the requirements and conditions for the establishment of affiliated companies. Third, improve the internal governance structure of listed companies, strengthen the construction of the effectiveness of the internal control system, stipulate that listed companies must have independent directors, and there must be specific provisions on the qualifications, selection, tenure, work powers and obligations of independent directors. Fourth, it is necessary to strengthen the recusal system for the voting opinions of related shareholders, and establish a system for approving the general meeting of shareholders for major related party transactions. Fifth, a sound information disclosure system for related-party transactions and corresponding remedial measures should be established. Sixth, the punishment for unfair related-party transactions should be strengthened. In addition, other civil and commercial law systems should also be improved, and only in this way can a standardized regulatory system for related-party transactions be built, so that the related-party transactions of listed companies in China can consciously develop in the direction of standardization.

4.3 Strengthen the regulation of the

disclosure of related parties and related party transactions.

Increasing disclosure is the best way to strengthen the regulation of related party and related party transaction disclosure. Increasing disclosure can make related-party transactions open and transparent. There should be strict requirements on the authenticity, timeliness and completeness of the information quality of the disclosure of related party transactions.

4.4 Give play to the supervisory role of intermediary institutions.

In order to give full play to the supervisory role that intermediaries should have, we should start from the following aspects. First, it is necessary to intensify the auditing of related-party transactions by certified public accountants, and the relevant departments should issue auditing standards or auditing guidelines for related-party transactions as soon as possible, and certified public accountants should also pay more attention to the major related-party transactions of listed companies, especially low-profit companies or companies with huge losses. Second, for a transaction that has a significant impact on the financial position and operating results of a listed company, the certified public accountant should analyze whether the transaction is an unfair related party transaction and issue a fair audit opinion to enhance the credibility and transparency of the related party transaction. Third, accounting firms should maintain their independence and disclose the true situation of listed companies in accordance with the principle of seeking truth from facts, focusing on the use of related party transactions by listed companies for earnings management.

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Exploring the Working Methods of School Counsellors in The New Media Environment--Analysis based on the TikTok Platform

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Abstract: This paper focuses on the working methods of school counsellors in the new media environment, and takes the TikTok platform as an entry point for research. It analyses the difficulties it faces such as the solidification of thinking, weak awareness of new media, and increased work requirements, and at the same time elaborates on the feasibility of the work, such as changing the traditional mode, low operational difficulty, and explores the work methods, including building a professional team, creating a brand of ideological and political education, and alleviating burnout. TikTok provides new ideas for counsellors' ideological and political education work, and counsellors need to continue to learn and adapt to improve the efficiency, quality and effectiveness of their ideological and political work, and better serve students' growth and success.

Keywords: TikTok; counsellor; Ideological And Political Education Work

1. INTRODUCTION

With the rapid development of new media technology, short video platforms led by TikTok Voice have rapidly occupied people's lives. According to the "2020 TikTok College Student Data Report" released by the official platform of TikTok on 26 January 2021, as of 31 December 2020, the number of TikTok college student users has exceeded 26 million, accounting for nearly 80% of the total number of college students in the country. [1] This shows that it is very important to use the short video platform of TikTok to enter the hearts of college students and integrate into their lives, so as to carry out ideological and political education work.

2. DIFFICULTIES OF SCHOOL COUNSELLORS' WORK IN THE NEW MEDIA ENVIRONMENT

2.1 Consolidation of thinking and lack of innovation

As "post 00" contemporary college students have distinctive personalities, strong ability to accept new things and flexible thinking. Although counsellors in the daily management of student affairs appropriate use of new media platforms, such as "QQ group", "YiBan class" and so on, but most of them only stay on the surface, used to convey business notices, the conversion effect is not obvious. Especially when the counsellors carry out the ideological and political education work of college students, more still stay in the theme class meeting, traditional preaching, did not really play the role of the new media platform, and did not highlight the advantages of the new media across the time and space, unable to mobilise college students' enthusiasm, and thus unable to high-quality work of educating people.

2.2 Weak awareness of new media, making it difficult to effectively extend and expand the work of ideology and politics.

The development of the Internet has brought convenience to the study and life of college students, but at the same time, the negative ideas of vulgarity and entertainment hidden in it have also eroded the minds of college students. As the main force of ideological and political education for contemporary college students, counsellors need to solve the problem of how to improve the sensitivity of information, grasp the information that students can reach, eliminate the generation

gap between students and correctly grasp the ideological trends of students.

2.3 Challenges to time and energy due to increasing work demands

Under the new media environment, the work requirements of counsellors are increasing. In addition to daily ideological and political education, student management and other work, they also need to pay attention to the dynamics on the new media platform and respond to students' problems and needs in a timely manner. This makes the counsellors' work time and energy face greater challenges. Counsellors need to complete a number of tasks within a limited time, how to reasonably allocate time and energy to improve work efficiency has become an urgent problem.

3. THE FEASIBILITY OF COUNSELLORS' WORK IN THE NEW MEDIA ENVIRONMENT

3.1 Changing traditional work patterns

In the current environment, counsellors carry out ideological and political education for college students mainly take the form of theme class meetings, lectures and other forms of knowledge content instilled in students, a single form, the efficiency is not high. As the distinctive personality of the "00" college students, it is difficult to achieve the expected transformation effect through this way. If counsellors can combine the elements of ideology and politics with short videos in their daily work, combine the individual needs of students, improve the students' sense of participation, sense of integration, and use fragmented, short popular science videos instead of the form of reading out the book, it will greatly improve the efficiency of counsellors, and also improve the effect of students' participation, and achieve the purpose of educating and guiding the students.

3.2 Low operating difficulty, easy to get started

Before the rise of TikTOk software, many counsellors and teachers were afraid of recording microcourse videos, and they needed to be familiar with a series of processes such as planning, editing and filming in order to make a high-quality video, and they even needed to invite a professional production team to record the video and pay a higher fee. Now, the introduction of TikTok

platform can perfectly solve these problems, and the software derived from the "JianYing" APP, internal coverage templates and one-click generation function, these functions are all free to users, very simple and convenient.

After the school counsellor generates and releases the video, they can let the students in the class leave interactive messages in the comment area, and respond to the concentrated problems in a unified manner, so as to achieve targeted solutions. At the same time, students can flexibly arrange according to their own time, clicking on the video to browse and learn during their free time, or save and download the important content to browse repeatedly, exercising students' sense of independent learning.

4. EXPLORATION OF COUNSELLORS' WORKING METHODS

4.1 Building a professional team of teachers and students to create a brand of Civics and Politics

Traditional ideological and political education content is often condensed by counsellors based on past experience or the experience of peer teachers, and is mostly carried out in the form of thematic class meetings, lectures and ideological and political classes. However, due to the single form, the content of the theoretical is very difficult to grasp the interest of students. To increase student interest, the main thing is to break the original mode of teaching, so that students participate in it. Counsellor teachers can recruit a large number of interested students, absorbing them into the video production team, forming a student-oriented, counsellor-supplemented team structure, fully absorbing the ideas of the students, to achieve with the students to find the theme, shooting and editing together. In the process of production, not only can improve the students' interest in editing and filming, but also can give full play to the power of peers to drive themselves and more students around them to actively participate in it, so as to ensure the smooth implementation of the work of ideological and political short videos for educating people.

4.2 Alleviating counsellor burnout and rejuvenation

Counsellors are at the grass-roots level in the management of colleges and universities, and

they play many roles in daily life, not only to complete the work given by the administration, but also to shoulder the responsibility of teaching public courses. TikTok video mode can change the original working mode of counsellors to a certain extent, and change the boring theoretical lectures into vivid and interesting short videos, which can improve the happiness and sense of gain of counsellors' work. At the same time, with the help of the propaganda of TikTok video platform, it can also make the counsellors pull out from the silent behind-the-scenes work and go to the front of the stage, which has an inestimable effect on alleviating the work burnout.

4.3 Using TikTok platform to bring students closer

The number of students in the classes led by school counsellors is often more than 200, and it is not easy to conduct one-to-one ideological and political education in the face of such a large student group. According to the results of the survey and interviews with students, most students think that ideological and political education is uninteresting and passive, and centralised preaching lacks relevance, while the impression of counsellors is that they are serious, stereotypical and have no common topics with them. In such a situation, the popularity of students' short videos of TikTok voice undoubtedly opens up new ways and methods for counsellors to work, and may be able to reverse the traditional perception of students on counsellors and the work of ideological and political education. In the planning, recording and editing of short videos, counsellors need the active participation of students, with the help of short video production to increase the time of communication with students, and timely understanding of the student's ideological

dynamics, focus of attention, and the effect of feedback. This is not only conducive to promoting the progress of the counsellor's ideological work, but also enhances the exchange and communication between teachers and students, changes the students' impression of the counsellor, grasps the trajectory of the student's thoughts.

5. IN CONCLUSION

TikTok platform provides new ideas, new directions and new platforms for counsellors' ideological and political work, and in the face of the constantly evolving new environment, it also puts forward new and higher requirements for counsellors' future work. the development of counsellors has a long way to go, and the counsellors need to keep learning and adapting, not only to keep up with the pace of the times and use the TikTok platform to help the development of ideological and political education, but also to understand the advantages and disadvantages of it, and to give full play to the biggest advantages of the TikTok platform to further improve the efficiency and quality of the ideological and political work, and effectively make the ideological and political education go to the students' brains and hearts, and serve for the growth of students' success.

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Practice and Research on Classroom Teaching Reform of Short Video Production and Operation Course Guided by Network Media Literacy

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Abstract: In recent years, the rapid rise of short video platforms has become an important carrier of information dissemination and entertainment leisure. College students have become an important group and also the main practitioners of communication. In this context, college students lack discernment and self-control, and the level of media literacy is particularly important. Based on the perspective of higher education, this article explores the practice and cultivation path of classroom teaching reform in the course of "Short Video Production and Operation", in order to enhance the media literacy of college students and promote the modernization of higher education.

Keywords: New media; Media literacy; College students; Higher education

1. OVERVIEW OF MEDIA LITERACY

The concept of "media literacy" originates from the West, which refers to the five abilities exhibited by people when facing massive amounts of information from diverse media: the ability to use media, the ability to choose information, the ability to understand, the ability to question, and the ability to create and produce. Media literacy is a multidimensional concept that encompasses an individual's abilities to choose, question, understand, evaluate, create, and produce various types of media information, as well as their ability to react critically. Among them, critical thinking and information recognition abilities are particularly important.

In the new media era, the Internet has built a new social public sphere, and has also given people multiple social roles. the cyberspace is increasingly becoming a simulated environment for people's lives, and the media literacy of netizens is crucial to the entire media ecosystem, which in turn affects real life. Therefore, whether netizens can use media resources correctly and critically is not only related to personal development, but also affects the pace of modernization in society.

2. MEDIA LITERACY AND EDUCATION STATUS OF COLLEGE STUDENTS

In recent years, short video platforms have rapidly emerged as important carriers for information dissemination and entertainment leisure. However, the low threshold feature of short video platforms has led to a large influx of content creators, but due to the lack of effective supervision and review mechanisms, the quality of their works varies. Some creators, in order to attract attention and traffic, are willing to publish vulgar, false, and even illegal content, seriously damaging the online ecosystem.

As an important component of internet users, the lack of internet media literacy among college students cannot be ignored. Due to a lack of social experience and a weak sense of online morality, college students often lack discernment and self-control when faced with massive amounts of information on short video platforms. They are easily attracted by vulgar and false content, and even blindly follow the trend and imitate bad behavior. This not only affects their academic and personal growth, but also has a negative impact on society.

Strengthening students' awareness and understanding of online media literacy, improving their ability to distinguish the authenticity of information and evaluate its

value, guiding students to establish correct online moral concepts and behavioral norms, enhancing their self-discipline and sense of responsibility, and combining practical needs to cultivate students' practical abilities in short video production and operation, becoming valuable media communicators, the reform of online media literacy oriented short video production and operation courses is particularly important.

3. THE CULTIVATION PATH OF MEDIA LITERACY FOR COLLEGE STUDENTS: TAKING THE REFORM PRACTICE OF THE COURSE "SHORT VIDEO PRODUCTION AND OPERATION" AS AN EXAMPLE

3.1 Integrating media literacy education into the professional curriculum system

Colleges and universities carry out media literacy education, incorporating media literacy education into the talent cultivation system, developing action plans for media literacy education, planning and designing task objectives, and decomposing tasks into various course units.

The course of "Short Video Production and Operation" is the core course of the Integrated Media Technology and Operation major in the Animation Art Department. Since its establishment, it has not only imparted theoretical knowledge of short video production and operation, but also demonstrated practical effectiveness in operation. There have been successful teaching cases regarding the positioning, dissemination value, and ideological guidance of short video accounts.

The short video "Zi Zhi Qi Si Zheng" has been launched on the Study Strong Country platform, and as of today, 10 updates have been produced. the account "Xiaoze Tongxue" is positioned as a university campus major and life, dedicated to capturing the unique charm of campus life, showcasing students' outstanding achievements in knowledge exploration, and showcasing the spirit of hard work and struggle of Zibo Vocational College. the account 'It's Ni Run Ya' showcases the shining points and confidence of college students' youth through professional photography knowledge. the account "Exploring the Truth in the Community"

focuses on campus hotspots and spreads positive energy through interviews. the account "Alin" is a knowledge sharing account that showcases knowledge of filming, camera operation, and video editing. It not only showcases the beautiful scenery of Zibo Vocational College, but also guides users to shoot and share videos.

3.2 Integrating multiple media resources to carry out project communication practices

Theoretical learning cannot be separated from professional practice. Professional resources and practical activities are also two important aspects in promoting media literacy education in universities. Contemporary college students can only better utilize modern media by experiencing it in practice and deeply understanding it under professional guidance. The reform of the course "Short Video Production and Operation" has placed a clearer focus on practical activities, comprehensively cultivating students' comprehensive abilities through a series of carefully designed practical activities. the core of the reform lies in introducing advanced teaching methods such as project-based and case-based approaches, which can not only stimulate students' interest in learning, but also enable them to deeply understand and master the essence of short video production and operation in specific operations.

In project-based teaching, students will be divided into different groups, each responsible for a complete short video project, from planning, filming, editing to publishing, and will participate in the entire process. This teaching method allows students to personally experience every aspect of short video production, discover and solve problems in practice, and continuously improve their professional skills.

Case based teaching guides students to analyze the creative points, production techniques, and operational strategies of successful short video cases, in order to draw experience and provide inspiration for their own creations. Meanwhile, by comparing failed cases, students can also gain a profound understanding of common misconceptions and avoidance methods in short video production, further enhancing their creative level.

In such teaching practices, students are

encouraged to create innovative and educational short video works. This not only requires them to possess solid professional skills, but also requires them to have keen insight and unique creativity, to be able to capture social hotspots, explore the brilliance of human nature, and create works that are both deep and broad.

Through such practical exercises, students' media literacy and creative ability will be significantly improved. They are not only proficient in various tools and techniques for short video production, but also learn how to use these skills to convey valuable information and viewpoints, becoming short video creators with a sense of social responsibility and innovative spirit.

3.3 Integrating assessment and evaluation into media literacy standards

The reform practice of the course "Short Video Production and Operation" creatively integrates media literacy standards into the construction of the assessment and evaluation system. This measure aims to comprehensively evaluate students' learning outcomes, not only focusing on the improvement of their short video production skills, but also emphasizing the cultivation and development of their media literacy.

3.3.1Integrate media cognition and critical thinking assessment.

In the assessment and evaluation, an assessment of cognitive understanding and critical thinking abilities regarding media phenomena and trends in short video popularity should be added. Evaluate whether students have the ability to identify false information, analyze media influence, and assess the value of short video content through case analysis, group discussions, and other forms. This standard encourages students to develop the habit of independent thinking and critical examination of media information, enhancing the core competencies of media literacy.

3.3.2Integrate media ethics and legal literacy assessment.

Include knowledge of media ethics and legal regulations in the assessment scope, requiring students to understand and comply with relevant laws and regulations on short video production and publishing, such as copyright protection, privacy protection, content review standards, etc. Through case analysis, simulated court and other practical activities, students' decision-making ability and legal awareness in the face of media ethical conflicts are tested to ensure that their creative behavior is legal and compliant, and to convey positive energy.

3.3.3 Integrate media innovation and creative expression evaluation.

Encourage students to integrate innovative thinking into short video creation, explore new narrative techniques, visual expressions, and technological applications, while emphasizing the originality and educational significance of the content. Through multiple evaluation methods such as project assignments, creative proposals, and audience feedback, students' media innovation ability, creative expression ability, and sensitivity to social issues are comprehensively evaluated to promote their active role in the media environment.

3.3.4Integrate media participation and social responsibility considerations.

Incorporate students' media participation and social responsibility into the assessment system, encourage them to participate in social welfare, cultural dissemination and other activities through short video creation, and enhance their media citizenship awareness. Evaluate how students use short video platforms to spread positive energy, promote social progress, and cultivate their sense of responsibility and mission as media users through social practice reports, volunteer service records, and network influence analysis.

Through the reform practice of the above assessment and evaluation system, not only can students' skill mastery in the course of "Short Video Production and Operation" be effectively measured, but more importantly, it can comprehensively evaluate and promote the improvement of students' media literacy, and cultivate short video production and operation talents with high sense of responsibility, innovation ability, and media literacy for society.

4. CONCLUSION

The practice and research conclusions of classroom teaching reform in the course of "Short Video Production and Operation" show that through the guidance of network media

literacy, students not only master the professional skills of short video production and operation, but also significantly improve their abilities in information screening, critical thinking, and content innovation. the reformed curriculum emphasizes the combination of practice and theory, guiding students to have a correct understanding of online culture and cultivating a healthy and positive concept of online communication. Research has shown that this teaching model can effectively enhance students' awareness of online self-protection, promote their comprehensive development in the digital age, and lay a solid foundation for cultivating high-quality talents who can adapt to the new media environment.

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Application of Artificial Intelligence Technology in Traditional Chinese Medicine

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Abstract: Artificial intelligence has brought opportunities for the development of traditional Chinese medicine. In quality control, fingerprint spectrum and real-time monitoring play an important role. In new drug research and development, virtual screening and drug design shorten the cycle. In clinical application, it has significant effects in auxiliary diagnosis, prescription compatibility research and efficacy evaluation. In warehousing and logistics, It significantly enhances the efficiency and accuracy of distribution, statistics and management. But there are challenges such as data quality, algorithm adaptability and talent shortage. In the future, it will be integrated with advanced technologies, and the application fields will continue to expand.
Keywords: Artificial Intelligence; Traditional Chinese Medicine; Real-world Applications

1. INTRODUCTION

Traditional Chinese medicine is a treasure of traditional Chinese medicine in China, with a history of thousands of years and rich clinical experience. However, in the context of the rapid development of modern science and technology, traditional Chinese medicine is facing many challenges, such as the complexity of components making it difficult to analyze accurately, the difficulty in unifying quality control standards, and the long cycle of new drug research and development. the emergence of artificial intelligence (AI) has brought new opportunities and breakthroughs to the development of the field of traditional Chinese medicine. It is gradually moving from theoretical research to practical application, injecting new vitality into the modernization and scientific development of traditional Chinese medicine.

2. APPLICATION IN QUALITY CONTROL OF TRADITIONAL CHINESE MEDICINE

2.1 Fingerprint Spectrum technology

The fingerprint spectrum of traditional Chinese medicine is a spectrum that comprehensively reflects the characteristics of chemical components of traditional Chinese medicine [1-3]. It can effectively control the quality of traditional Chinese medicine. the pattern recognition method in artificial intelligence plays an important role in the construction and analysis of the fingerprint spectrum of traditional Chinese medicine, such as PCA and clustering analysis. By using these methods to perform dimension reduction processing and classification recognition on the fingerprint spectrum, we can quickly judge the similarity and difference of different batches of traditional Chinese medicine, providing a scientific basis for the quality control of traditional Chinese medicine. In 2022, Cao's team [4] successfully obtained the differences in chemical components of Evodiae Fructus before and after processing, and provided a scientific basis for explaining the mechanism of reduced toxicity of processed Evodiae Fructus by applying cluster analysis and principal component analysis to the fingerprint of Evodiae Fructus and processed Evodiae Fructus.

2.2 Real-time monitoring and prediction

The use of Internet of Things (IoT) technology and artificial intelligence algorithm can realize real-time monitoring of key parameters in the production process of traditional Chinese medicine (such as temperature, humidity, pH value, etc.). Through the establishment of regression model, Decision Tree and other machine learning models, the monitoring data is analyzed and processed, and the quality change trend is predicted [5, 6]. In the process of TCM extraction, the composition changes of the extract liquid were monitored in real time, and the extraction process parameters were adjusted in time according to the

prediction model to ensure the stability and consistency of TCM quality [7, 8]. YiFang Pharmaceutical Co. Ltd. of Shangdong Province, China, has established an artificial intelligence-based quality monitoring system in the production of Chinese medicine granules [9]. the system collects quality data of granules in real time through sensors installed on the production line and transmits the data to the back office for analysis and processing. By comparing the real-time monitoring data with the standardized fingerprints, the system is able to detect quality abnormalities in a timely manner and automatically adjust the production process, effectively improving product quality and production efficiency.

3. APPLICATION IN THE RESEARCH AND DEVELOPMENT OF NEW CHINESE MEDICINE

3.1 Virtual screening

The chemical compositions in traditional Chinese medicines are complex and diverse, and traditional screening methods require a large number of experiments, which are time-consuming and laborious. Virtual screening of Chinese medicine components is a method to quickly screen potentially active components from a large number of Chinese medicine compounds using computer technology and related software [10-12]. It will match and simulate the chemical structure of the TCM components with that of the target according to the three-dimensional structural information of the target of inhibitory drug action, and predict which components can bind to the target and play a role. In addition, virtual screening can also be used to build a pharmacophore model by analyzing the pharmacophore characteristics of TCM ingredients known to be active, and then matching a large number of important compounds to the model to screen for ingredients with compound pharmacophore characteristics [13, 14]. Prof. Lu's team [15] established a virtual screening algorithm based on artificial intelligence fused with multi-dimensional molecular information to initially screen natural small molecule compounds from the small molecule compounds library of Chinese medicine, and experimentally found that two compounds,

sennosol and tannin, could improve memory and cognitive impairment and alleviate pathological phenotypes in nematode and mouse models of Alzheimer's disease in a safe dose range.

3.2 Drug design

Artificial Intelligence can design new drug molecules based on known information about the structure and activity of Chinese medicine components [16]. By analyzing and learning from the structure of Chinese medicine molecules, new compounds with similar structures and potential activities are generated. For example, using deep learning algorithms, new drug molecules with better anti-inflammatory effects are designed based on the structure of ingredients with anti-inflammatory activity in traditional Chinese medicine. In addition, AI can optimize the structure of already discovered Chinese medicine components or their derivatives with certain activities. By simulating the binding mode between drug molecules and their targets, it predicts the impact of structural changes of drug molecules on their activities, thus guiding the structural modification and optimization of drug molecules and improving the efficacy and safety of drugs [17].

4. THE ROLE IN THE CLINICAL APPLICATION OF TRADITIONAL CHINESE MEDICINE

4.1 Assisting TCM diagnosis

Image recognition technology has broad application prospects in the diagnosis of tongue appearance and pulse condition in traditional Chinese medicine [18]. Using deep learning algorithm to train a large number of tongue appearance and pulse condition images, an intelligent diagnosis system can objectively analyze the color, texture, shape and other characteristics of tongue appearance and the floating, sinking, slow and rapid characteristics of pulse condition, assisting traditional Chinese medicine doctors in disease diagnosis and syndrome differentiation. For example [19], a tongue appearance intelligent diagnosis system developed by a research team can accurately judge the corresponding syndrome type of tongue appearance after learning and training a large number of clinical tongue appearance images. Its diagnosis accuracy is equivalent to

that of experienced traditional Chinese medicine doctors, and it is even more objective and consistent in some aspects.

Speech recognition technology also plays an important role in traditional Chinese medicine consultation. It converts the speech consultation information of doctors into text records in real time, which is convenient for subsequent information sorting and analysis. At the same time, natural language processing (NLP) technology is used to mine and analyze the consultation information to extract key information and provide reference for diagnosis [20-21].

4.2 Study on the compatibility of Chinese medicine prescriptions

Artificial intelligence algorithms can be used to study the synergistic action and compatibility rules among drugs in prescriptions. By constructing a prescription compatibility network model and using graph neural network (GNN) and other algorithms to analyze the mutual relationship and information transmission among drugs in prescriptions, the compatibility principle of prescriptions can be revealed. For example, in the compatibility study of Liuwei Dihuang Pill, GNN model is used to analyze the relationship among drug nodes, and it is found that there is a strong synergistic action between Rehmannia glutinosa and Cornus officinalis, which jointly plays the role of nourishing kidney yin, providing a theoretical basis for the optimization and improvement of prescriptions.

4.3 Evaluation of the efficacy of traditional Chinese medicine

With the help of big data analysis and artificial intelligence models such as random forest and support vector regression, the efficacy of traditional Chinese medicine in the treatment of diseases is evaluated. A large number of data of traditional Chinese medicine treatment cases are collected, including basic information of patients, symptoms and signs, treatment plans, efficacy evaluation, etc. An efficacy prediction model is established by using artificial intelligence model to predict the treatment effect and prognosis of patients. Compared with the traditional efficacy evaluation method, the artificial intelligence model can comprehensively consider more factors, avoid the interference of human

factors, and improve the scientific and accuracy of efficacy evaluation. For example [22], in a clinical study of a traditional Chinese medicine in the treatment of chronic liver disease, a random forest model is established to evaluate the efficacy, and it is found that the traditional Chinese medicine has significant effects in improving liver function and reducing liver fibrosis, providing strong support for the clinical application of traditional Chinese medicine.

5. APPLICATION IN CHINESE MEDICINE WAREHOUSING AND LOGISTICS

5.1 Inventory management

Using the prediction model of artificial intelligence, the demand and inventory level of traditional Chinese medicine are predicted based on historical sales data, seasonal factors, changes in market demand, etc., so as to rationally arrange the inventory and avoid the occurrence of backlogged inventory and out-of-stock situations. Through the establishment of inventory forecasting models, such as time series analysis models model, exponential smoothing model, etc., the inventory of traditional Chinese medicine is dynamically managed to improve the inventory turnover rate and capital utilization rate [23].

5.2 Logistics monitoring and control

In the process of traditional Chinese medicine warehousing and logistics, sensors are installed to monitor real-time environmental parameters such as temperature, humidity, light and other parameters in the warehouse and transportation vehicles, and artificial intelligence algorithms are used to analyze and process the monitoring data [24]. When the environmental parameters exceed the set threshold, the system can automatically issue an alarm to remind the staff to take appropriate measures, such as adjusting the warehouse ventilation equipment, replacement of refrigeration equipment, etc., to ensure the quality and safety of traditional Chinese medicine in the storage and transportation process. At the same time, the artificial intelligence algorithm can also optimize the logistics path and distribution plan, taking into account factors such as traffic conditions, road restrictions, warehouse location, etc., to choose the optimal logistics path, improve

logistics efficiency, and reduce losses and deterioration in the transportation process.

6. CHALLENGES AND PROSPECTS

The application of AI in the field of traditional Chinese medicine research still faces great challenges. the problem of data quality is one of the main challenges in the application of artificial intelligence in the field of traditional Chinese medicine. Chinese medicine data often suffer from problems such as incomplete data, inaccurate labeling, and inconsistent data sources, which seriously affects the training and prediction accuracy of AI models. Algorithm adaptability is also a key issue, different varieties of traditional Chinese medicine, concoction methods, clinical application scenarios, etc. require targeted algorithmic models, and the adaptability of current generalized AI algorithms in the field of traditional Chinese medicine needs to be further improved. In addition, the integration of artificial intelligence and the field of traditional Chinese medicine is also facing the problem of talent shortage, which requires both talents with expertise in traditional Chinese medicine and professionals with artificial intelligence technology to work together to promote the in-depth application of artificial intelligence in the field of traditional Chinese medicine [26].

In the future, the integration of artificial intelligence with advanced technologies such as the Internet of Things (IoT) and blockchain will become an inevitable trend [25, 27]. Through the Internet of Things technology to realize the comprehensive interconnection of traditional Chinese medicine production, warehousing, logistics and other links, blockchain technology can ensure the safety and credibility of traditional Chinese medicine data, providing a more reliable foundation for the application of artificial intelligence in the field of traditional Chinese medicine. the application of artificial intelligence in the field of traditional Chinese medicine will continue to deepen, gradually expanding from the current composition analysis, quality control, new drug development to the optimization of the Chinese medicine preparation process, personalized recommendation of clinical treatment plans, sustainable development and utilization of traditional Chinese medicine resources, and other broader areas, injecting a new impetus for the modernization and international development of traditional Chinese medicine.

7. CONCLUSION

The application of artificial intelligence in the field of traditional Chinese medicine has achieved remarkable results, playing an important role in the analysis of the composition of traditional Chinese medicine, effectively solving the problems that are difficult to be solved by traditional methods and promoting the process of modernization of traditional Chinese medicine. However, in the process of application, it also faces many challenges, which need to be overcome and solved continuously. It is believed that in the future, with the continuous progress of technology and the cultivation of talents, AI will play a more important role in the field of traditional Chinese medicine, and make greater contributions to the innovation of traditional Chinese medicine and the development of traditional Chinese medicine industry and the cause of human health.

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Research on the Integration of Qilu Culture into Moral Education in Vocational Colleges in the New Era

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Abstract: To explore the educational value of excellent Qilu culture and explore the path of integrating Qilu culture into vocational moral education in the context of the new era. Through research, it has been found that Qilu culture itself contains rich educational functions. Accumulating the educational elements of Qilu culture, endowing it with contemporary forms of expression, and adopting appropriate methods to integrate Qilu culture, fully exerting the educational functions of Qilu culture, plays a crucial role in enhancing the cultural atmosphere of schools, strengthening the cultural confidence of college students, enriching the forms of quality education, and improving the effectiveness of quality education.
Keywords: Qilu culture; moral education; path

1. INTRODUCTION

As an important component of the excellent traditional culture of the Chinese nation, Qilu culture provides valuable ideological resources and spiritual support for moral education in vocational colleges with its profound moral foundation and rich cultural connotations [1]. There are significant similarities between Qilu culture and vocational moral education in multiple aspects, which not only reflect the high degree of consistency in value pursuit between the two, but also provide useful inspiration and reference for vocational moral education. In the context of the new era, integrating the essence of Qilu culture into moral education in vocational colleges not only helps to inherit and promote excellent traditional Chinese culture, but also effectively enhances the moral quality, cultural literacy, and social responsibility of vocational college students.

2. RESEARCH CONTENT OF THE PROJECT

2.1 Explore the excellent cultural and educational value of Qilu

Qilu culture, as a shining pearl of excellent traditional Chinese culture, has demonstrated its modern value in vocational moral education in the context of the new era. the educational value of Qilu culture can be interpreted from three aspects: the spirit of benevolence and humanistic care, the culture of etiquette and social norms, and the doctrine of the mean and harmonious thinking [3].

The Qilu culture emphasizes the spirit of "benevolence and love for others", which advocates putting people first and focusing on the comprehensive development of individuals. Integrating the spirit of benevolence into moral education in vocational colleges can cultivate students' empathy, sense of responsibility, and dedication, and promote their formation of healthy and upward personality traits.

The ritual system in Qilu culture emphasizes social order and harmony, using ritual systems to constrain human behavior and promote social civilization progress. Introducing etiquette education into vocational moral education can help students establish a sense of rules, discipline, and social responsibility, laying a solid foundation for their future careers [2].

The Doctrine of the Mean is one of the core principles of Confucianism, advocating for seeking balance and harmony among things. Integrating the doctrine of the mean into vocational education can guide students to learn rational thinking, weigh pros and cons, cultivate their ability to handle complex problems, and promote harmonious interpersonal relationships and teamwork.

2.2 Explore the specific path of integrating

excellent Qilu culture into vocational moral education

2.2.1Firstly, Classroom teaching path

The classroom teaching path is mainly achieved from three aspects: exploring the ideological and political path of the curriculum to play the role of Qilu culture in educating people, exploring the path of improving the vocational education curriculum system, and using case teaching method. the Qilu culture has a long and profound history, covering various aspects such as history, philosophy, and art. In the process of classroom teaching, teachers should deeply study the essence of Qilu culture, explore its ideological and political elements compatible with the course content by explaining its historical background, cultural connotation, artistic value, etc., and design a good way for Qilu culture to integrate into the curriculum. They should also do a good job in teaching design to achieve the integration of Qilu culture into the classroom teaching process like salt in water, so that students can fully understand the unique charm and value of Qilu culture.

Based on the characteristics of vocational college students, schools can offer a series of courses related to Qilu culture, such as Introduction to Local Culture, Qilu History and Culture, etc. By introducing cases related to Qilu culture, such as historical figures and legendary stories, students can experience the spiritual connotation of Qilu culture through case analysis. This teaching method can enable students to have a more intuitive understanding of the spiritual essence of Qilu culture, thereby deepening their understanding of moral education. At the same time, case teaching can also stimulate students' interest in learning, improve their learning enthusiasm and participation.

By introducing cases related to Qilu culture, such as historical figures and legendary stories, students can experience the spiritual connotation of Qilu culture through case analysis. This teaching method can enable students to have a more intuitive understanding of the spiritual essence of Qilu culture, thereby deepening their understanding of moral education. At the same time, case teaching can also stimulate students' interest in learning, improve their learning enthusiasm and participation.

2.2.2Secondly, Campus cultural activity path

Schools can regularly hold campus cultural activities with Qilu culture as the theme, such as lectures, exhibitions, performances, etc. These activities can invite experts and scholars to give special lectures, introducing the historical origins, cultural connotations, and contemporary values of Qilu culture; At the same time, students can also organize exhibitions and performances to showcase their learning achievements and creative talents. the implementation of these activities is an effective way of moral education for students.

Conducting cultural experience activities is an important way for students to personally experience Qilu culture. Schools can organize students to visit museums, historical and cultural sites, etc., allowing them to personally experience the unique charm of Qilu culture. Through visiting and learning, students can gain a deeper understanding of the historical origins and cultural connotations of Qilu culture, and thus comprehend the essence of moral education through experience. At the same time, these activities can also cultivate students' cultural literacy and aesthetic ability, and improve their overall quality.

Constructing cultural landscapes such as sculptures, inscriptions, and corridors with Qilu cultural characteristics on campus, creating a strong cultural atmosphere, and allowing students to receive cultural influence unconsciously.

2.2.3Thirdly, Social Practice Path

In terms of social practice paths, encouraging students to actively participate in local cultural projects is key. Combining students' professional characteristics with social practice is another effective way, and conducting social practice activities is also an essential part. the combination of inheriting Qilu culture and cultivating moral education quality has profound significance. Through practical activities, students can gain a deep understanding of Qilu culture through personal experience, while enhancing their moral education quality. For example, encouraging students to actively participate in local cultural project construction, conducting social practices based on their professional characteristics, and carrying out various

"immersive" social practice activities.

2.2.4Finally, explore the establishment of a school linked family and social integrated quality education system

School is the main battlefield for college students' learning and plays a certain role in cultivating their personality, but the role of family and society cannot be ignored. In Qilu culture, there is also a relatively systematic way of moral education, including school education represented by Confucianism, family education on human ethics and filial piety, and folk academic activities to encourage goodness and cultivate virtue. Schools can collaborate with families and society to comprehensively incorporate elements of Qilu culture into the learning and daily lives of college students. Schools need to collaborate with parents to attach importance to the family education function of Qilu culture, endow traditional family rules, lessons, and values of the times, and better promote the cultivation of a sound personality among college students.

3. SPECIFIC DEVELOPMENT IDEAS FOR THE PROJECT

3.1 Firstly, delve into the Qilu culture and explore its educational value

The Qilu culture carries a profound historical and cultural heritage. By deeply exploring the Qilu culture, we can activate the vitality of cultural creation and innovation, and contribute Shandong's strength to the construction of modern civilization of the Chinese nation. the Qilu culture emphasizes the characteristics of etiquette, morality, openness, and innovation, which still have strong practical significance in the new era. By delving into the cultural connotations of Qilu, we can guide young people to establish correct values and behavioral norms, providing strong support for cultivating new talents in the era.

3.2 Secondly, combining with the connotation of Qilu culture, enrich the content of moral education in higher vocational education

Excellent Qilu culture is an important resource for moral education in vocational colleges, and its unique ideological system and rich spiritual connotation provide strong support for the comprehensive development of vocational college students. By constructing a curriculum system and innovating the construction of campus culture and practical education models, integrating Qilu culture into vocational moral education can not only inherit and promote excellent traditional Chinese culture, but also effectively enhance the moral quality, cultural literacy, and social responsibility of vocational students, preparing for the cultivation of socialist builders and successors with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor.

3.3 Finally, analyze the characteristics of contemporary vocational college students' lives and learning, and determine the path for integrating Qilu culture into vocational moral education

Analyze the group characteristics of contemporary vocational college students through survey questionnaires combined with their living environment, learning environment, school performance, social feedback, and other aspects. Statistical analysis of their personality traits, learning characteristics, interests, and hobbies facilitates the study of the easily accepted forms of Qilu culture expression.

In summary, through the research project, it has been found that the moral concepts of integrity, benevolence, and courtesy in Qilu culture are of great significance for cultivating students' moral and humanistic qualities. By integrating these cultural elements into moral education, students can be effectively guided to establish correct values and outlook on life, and improve their moral and comprehensive qualities.

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Research on the Inheritance and Innovation of Qi Cultural Elements in Film and Television Animation

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Abstract: Qi culture, as an important part of ancient Chinese culture, occupies an important position in Chinese cultural history with its unique regional culture and historical background. With the rapid development of film and television animation industry, the inheritance and innovation of Qi cultural elements in film and television animation are becoming more and more important. In this paper, through combing the application status quo of Qi culture elements in film and television animation, analysing the specific path of its inheritance and innovation, and exploring how to better promote and innovate Qi culture in modern film and television animation, this paper argues that by deeply exploring the Qi culture elements in film and television animation, the Qi culture elements have become more and more important. This paper argues that the organic integration and innovative development of Qi culture elements in film and television animation can be achieved through in-depth excavation of the spiritual connotation of Qi culture, the use of modern technological means and cross-cultural communication methods.

Keywords: Qi culture, film and television animation, inheritance, innovation, cultural elements

I. INTRODUCTION

Qi culture, as a unique culture nurtured and created by the ancient Chinese state of Qi, is not only an important part of China's long history and splendid civilisation, but also plays an irreplaceable role in understanding the deep heritage and the pluralistic and integrated character of Chinese culture. It encompasses not only the construction of political systems, the formulation of military strategies, and the implementation of economic policies, but also the formation and development of philosophical thought at many levels. the wisdom and spirit of Qi culture, such as Guan Zhong's economic reforms, Sun Bin's wisdom of military tactics, and the academic freedom of Jixi Academy, etc., are valuable assets that deserve to be studied and inherited in depth.

Second, the application status of Qi cultural elements in film and television animation

1. Historical background and cultural characteristics

Qi culture, as an important part of ancient Chinese culture, originated from the long-established state of Qi, and its cultural heyday was mainly concentrated in the historical stage from 11th century BC to 221 BC. Qi culture is famous for its distinctive pragmatism and courageous spirit of reform and innovation, which not only left a deep mark in many fields such as politics, military and philosophy, but also had a profound influence on the later generations.

2. Expression of Qi Culture in Film and Television Animation

In recent years, with the prosperous development of cultural industry, Qi culture, an ancient and unique cultural element, has gradually infiltrated into all kinds of film and television animation works, adding a deep cultural heritage and distinctive regional characteristics to these works. For example, in the historical TV series 'Son of Han', through the vivid depiction of the history of Qi, the audience was able to get a glimpse of the political and cultural landscape of that era, and felt the historical weight of Qi culture. And in the animated series 'Qin Shi Ming Yue', the wisdom of Qi's art of war is cleverly integrated into the plot, which not only demonstrates the wisdom and strategy of Qi culture, but also makes young viewers have a strong interest in this traditional knowledge.

III. THE PATH OF QI CULTURAL ELEMENTS INHERITANCE

1. Reproduction of traditional stories and historical figures

As an important part of Chinese traditional culture, the reproduction of Qi culture's historical figures and stories has an irreplaceable role in the inheritance of culture. Through modern film and television animation technology, we can vividly present the life stories of Guan Zhong, Sun Wu and other historical figures in front of the audience, which not only allows the wisdom and elegance of these historical figures to be reproduced, but also allows the audience to more intuitively feel the profound heritage of Qi culture.

2. Application of cultural symbols and visual elements

Qi culture contains a wealth of cultural symbols, which not only represent the history and culture of Qi, but also an important reflection of the unique charm of Qi culture. In film and television animation, these cultural symbols can be transformed into visual enjoyment through well-designed art elements, such as Qi's weapons, costumes, buildings, etc., so as to enhance the cultural connotation and artistic charm of the work.

3. Dissemination of ideological and spiritual connotations

The ideological and spiritual connotation of Qi culture is the core of its cultural heritage. Through the form of film and animation, we can cleverly integrate the pragmatism and reform and innovation spirit of Qi culture into the plot and characterisation, so as to convey the core values of Qi culture to the audience. For example, we can design some characters with innovative spirit, who show the pragmatism and reform and innovation spirit advocated by Qi culture when facing difficulties and challenges, and through their stories, the audience can feel the importance of Qi culture for innovation and pragmatism.

the path of Qi culture element innovation

1. Innovation of cross-media integration and interactive experience

With the strong support of modern technology, Qi cultural elements can be innovatively displayed through such cutting-edge technologies as virtual reality (VR) and augmented reality (AR), thus greatly enhancing the audience's interactive experience. For example, a series of interactive games based on Qi culture can be developed, allowing players to experience the charm of Qi culture in the game, or a virtual museum can be created, allowing the audience to understand the profound heritage of Qi culture through virtual tours.

2. Strategies for cross-cultural communication and international dissemination

As a cultural heritage with universal value, Qi culture can be brought to the international stage through the medium of film and animation. For example, a series of international animation works with elements of Qi culture can be produced to attract overseas audiences through well-designed storylines and distinctive cultural symbols, and to promote exchanges and understanding between different cultures.

3. Integration and Innovation of Modern Themes and Traditional Culture

The clever integration of Qi culture elements into film and television animation with modern themes can realise the modern expression of traditional culture. For example, the production of science fiction animation with Qi culture as the background, combining ancient wisdom with modern technology, not only gives Qi culture a new vitality, but also attracts the attention of the young generation.

4. To delve deeply into the history, philosophy, literature, art, etc. of the Qi culture, excavate its core values, moral codes, aesthetic concepts, etc., and provide a profound cultural foundation for innovation. For example, the "respecting the virtuous and valuing achievements" thought in the Qi culture can be extended to the importance of talent in modern society and the establishment of incentive mechanisms. By deeply interpreting this thought, innovative applications can be made in areas such as enterprise management and education. the literary works of the Qi culture, such as "The Spring and Autumn Annals of Yanzhi" and "Guanzi, " can be used as literary creation materials, and modern themes can be added through adaptation and continuation to create literary works with a modern atmosphere.

5. Innovate and develop traditional art forms to better meet modern aesthetic needs. For example, the music and dance of the Qi culture

can be combined with modern music elements and dance styles to create modern music works and dance performances with a Qi cultural feature. the painting and calligraphy of the Qi culture can borrow modern painting techniques and calligraphy styles for innovative creation to show the unique charm of the Qi culture.

6. Use modern technological means to innovate the artistic expression forms of the Qi culture. For example, by using virtual reality (VR) and augmented reality (AR) technologies, audiences can experience the historical scenes and cultural atmosphere of the Qi culture in a immersive way. By using digital animation, film and television special effects technologies, animated films, movies, and TV dramas on Qi culture themes can be produced to expand the scope of Qi culture dissemination.

V. EMPIRICAL CASE STUDY OF QI CULTURE ELEMENTS IN FILM AND TELEVISION ANIMATION

1. In the wonderful animation series 'Qin Shi Ming Yue', Qi cultural elements have been deeply embodied and widely spread. Through the skilful use of Qi's military tactics in the animation, viewers can not only appreciate the military wisdom of Qi culture, but also feel the subtlety and profundity of ancient war strategies. This work has not only won the favour of many fans within China, but its unique cultural charm and artistic value has also crossed borders and won a certain degree of success in overseas markets, thus demonstrating the international influence and appeal of Qi culture.

2. By vividly recreating the history of Qi, the historical drama 'Son of Heaven in the Great Han Dynasty' not only demonstrates the political wisdom and historical style of Qi culture, but also succeeds in conveying the spiritual connotations of Qi culture through meticulous historical evidence and fine production. This work makes the audience feel as if they have travelled through time and space, experienced that period of magnificent history, and felt the deep heritage and unique charm of Qi culture.

4. Promote the integration of Qi culture and the tourism industry, and create a Qi culture tourism brand. Develop Qi culture tourism

sites such as the ruins of the Qi State Capital, the Sacrificial Horse Pits, and the Ancient Car Museum, and showcase the historical landscape and cultural connotations of Qi culture through the construction and upgrading of these sites. Host Qi culture tourism festivals and fairs, and launch Qi culture-themed tourist routes and products to attract tourists to experience the charm of Qi culture.

VI. FUTURE DEVELOPMENT DIRECTION AND SUGGESTIONS

1. Strengthen the excavation and research of cultural resources

In order to further promote and carry forward Qi culture, we need to deeply excavate its rich cultural resources. Through academic research and creative planning, we can provide more materials and inspirations for the creation of film and animation, so as to create more excellent works with Qi cultural characteristics. This can not only enrich our cultural life, but also make the unique charm of Qi culture more widely spread.

2. Promote cross-border cooperation and innovation

Encourage cross-border cooperation between film and television animation producers and cultural institutions and technology enterprises to jointly explore new applications of Qi cultural elements in film and television animation. Through such co-operation, we can combine Qi culture with modern science and technology to create works with both cultural value and market competitiveness. This kind of innovation can not only improve the artistic quality of the works, but also enhance their market attraction, so that more people can understand and love Qi culture.

3. Strengthening cultural dissemination and education

By making use of film and animation as a vivid communication method, we can strengthen the education and popularisation of Qi culture. By producing more educational animation and film and television works, we can enhance the public's awareness and recognition of Qi culture. This will not only help to protect and pass on Qi culture, but also inspire the younger generation's interest in and love of traditional culture, thus injecting new vitality into the long-term development of Qi

culture.

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Qi culture, as an important part of ancient Chinese culture, is of great significance for inheritance and innovation in film and television animation. By digging deep into the spiritual connotation of Qi culture, using modern technological means and cross-cultural communication methods, it is possible to realise the organic integration and innovative development of Qi cultural elements in film and television animation. In the future, it is necessary to further strengthen the excavation and research of cultural resources, promote cross-border cooperation and innovation, enhance the application level of Qi culture in film and television animation, and promote the inheritance and promotion of traditional culture.

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The Use of Emergency Stop Jump Shot in Basketball

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Abstract: In modern basketball, the hasty stop and jump shot is a very common basic technique used in basketball training and competition, and it is also an important means of scoring. As basketball is more and more important to improve the systematic and scientific requirements of basketball training are also more and more high, the sharp stop and jump shot as an important basic technology has also been closely watched and emphasized. This paper analyzes the technology of emergency stop and jump shot, and puts forward suggestions on the problems in the use of actual combat, to facilitate the teaching and sports training in the future to help.

Keywords: Basketball, Emergency Stop Jump Shot, Technical Application

1. HASTY STOP JUMP SHOOTING METHOD

1.1 Catch the ball sharp and stop jump shot.

Forward players in the actual battle used more, it requires the offensive players to get rid of the defensive players start to catch the ball to stop, and complete a series of technical actions to be fast, only at the beginning of the start of the initiative to control the rhythm of the offense, to receive the ball decisively and calmly complete the technical action of the shooting. If it is difficult for the offensive players to get rid of the defense after receiving the ball, they can use the fake action of shooting to get rid of the opponent's defense, and then combine with the ball breakthrough and change of direction dribbling to complete the emergency stop and jump shot. the use of these technical actions in a continuous and skillful, it is relatively easy to destroy the defensive rhythm of the defensive players, and disrupt the defensive pace of the defensive players, for the offensive players in the attack of time, space, position to find a gap, to seize the offensive gap, but also can achieve good results.

1.2 Dribbling sharp stop jump shot.

This technique is more demanding, it requires the dribbling skill of the player to be skillful and excellent, so this technique is mostly used in the guards. In the use of this technology, the requirements of the guards in the shooting before the players can not prematurely expose the shooting consciousness, the main purpose is:

1.2.1 to destroy the defensive rhythm and defensive pace of the defenders;

1.2.2 forcing the defenders to retreat to the basket;

1.2.3 forcing the defenders to move back to the center of gravity. This provides the timing for the sharp stop jump shot.

2. THE CHARACTERISTICS OF THE SHARP STOP JUMP SHOT

2.1 The performance of the rapidity of the sharp stop and jump shooting technology

Mainly embodied in greatly shortening the preparation time before shooting, and can be in the rapid dribbling, catching the ball in the emergency stop jump-up shooting, this process from beginning to end without obvious pause. Whether in holding the ball breakthrough, dribbling breakthrough, or catching the ball in the emergency stop shooting, emergency stop and jump two actions are interrelated, the emergency stop at the same time is also the beginning of the jump, which will be the emergency stop and jump two links in one go, to improve the rapidity of the shooting to a certain extent.

2.2 The sudden performance of the sharp stop and jump shooting technique

Sharp stop and jump shooting technique breaks through the general rule of general jump shooting, which has suddenly evolved into a shooting technique when doing other technical actions. Because the real intention of

the shot is not exposed in advance, the defense will be caught off guard by the sharp stop-and-jump shooting, which can not show any signs of the shot, it is all in the case of the defense is not expected to be completed quickly, so the defense can not be judged in advance of the sudden shot.

2.3 Flexibility and variability of the sharp stop and jump-up shooting performance

Mainly embodied in the sharp stop jump shot technology and other offensive technology organic combination, according to the different situations on the court, it can be freely changed into the opposite of the defense of a variety of offensive technology, to achieve the purpose of the attack appropriately. We often see the combined use of the hasty jump shot and dribble breakthrough ball and pass, cut, and other techniques, the transformation of the many often leads to the uncertainty of the defense. In addition, the sharp stop jump shot lifting the ball and shot point are relatively high, so it is not easy to be covered by the other side, even if you meet the defender's cover, you can make full use of the air stretch and the power of the waist and abdominal muscles to complete the second action.

3. THE TIMING OF THE APPLICATION OF THE SHARP STOP JUMP SHOT

3.1 Position offense in the sharp stop jump shot.

If the opponent adopts the defensive tactics of joint defense, then it is necessary to use the rapid pass and receive the ball to mobilize the defense, so that it loses its normal defensive position, or there is a lapse in defensive prejudgement, and at this time, you can take advantage of the opportunity to catch the ball to make a sharp stop jumper. Because the timing of this gap is short, a catch should jump, not in the other redundant action. In addition, you can also use the bottom line of the running, air cutting, and other mobile ways to form a gap, seek the opportunity to shoot, and immediately jump up and shoot.

3.2 With the help of the companions of various covers after the sharp stop jump shot.

Can use the cover out of the gap sharp stop jumper, when a player is the outside with the ball, teammates come up to cover, and the ball

player uses teammates to hold the ball breakthrough, to create an opportunity to make a shot, if the opposing team's defense at the same time concentrated in the ball carrier, then the ball breakthrough player passes the ball to the teammates who are covering for a sharp stop jumper. 3.3 Hurried jump shot when passing through the companion curler. When the peripheral players pass the ball to the center player, the defense forms around the center, and the periphery appears open, then the center player suddenly passes the ball to the peripheral players and immediately stops and shoots. the effect of this shooting is the most ideal, at this time to receive the ball players can not hesitate or do extra action, because the other side of the dense basket is not able to break through the layup, in addition to the extra dribbling to the other side of the defense of the time, so once the ball on the shot should be shot.

4. THE MEANS AND REQUIREMENTS OF THE USE OF THE SHARP STOP JUMPER

4.1 Catch the ball breakthrough in the sharp stop jump shot

Position attack the ball player after receiving the ball in the effective range of attack, the defense is bound to block its shooting, in this tight defense, the ball player wants to shoot is very difficult, so must use the breakthrough to get rid of opponents to get a short unguarded opportunity to shoot. In the ball breakthrough, if the other side immediately back and preempted the cut route, the offense can take the opportunity to break into the emergency stop shooting, which often can get a safer shooting opportunity without cover.

4.2 Holding the ball false break breakthrough hasty jump shot

Offensive players break through the other side after receiving the ball, in addition to forced breakthroughs, you can also use the technical action of rapid swaying to confuse the opponent to cause the opponent's defense out of position, and then achieve the real intention of breakthrough shooting. Holding the ball shaking breakthrough shooting, that is, on the left and right sides of the defense to do breakthrough shaking action to lure the other side, so that its center of gravity moves, and in the center of gravity to move the moment to

make the opposite direction of the breakthrough, so that it is too late to block your sharp stop shooting. Holding the ball to break through the false shooting there are two cases, one case is to break through the opponent after dribbling a sharp stop shooting or layup, and the other case is that the defenders always maintain a normal defensive position, it is impossible to break through the opponent, so it is used to dribble once to get rid of the other side of the fast shooting, and can fight for this short time to get rid of the time to make a shot.

Concluding remarks:

4.2.1The jump shot is playing an increasingly important role in modern basketball. It has been integrated into the whole system of offensive and defensive tactics. Whether the use of emergency stop jump shot is reasonable or not is related to the results of the team throughout the season.

4.2.2 The development direction of modern basketball is more intense confrontation, higher bounce, faster speed, more skilled technology and better endurance. Therefore, it is necessary to recognize the development direction of basketball, arrange the usual training and competition more scientifically, systematically and purposefully, and comprehensively improve the physical quality, competitive ability and psychological quality of athletes.

4.2.3In daily training, you can consciously and purposefully arrange some targeted exercises.

For example, the practice of emergency stop jump shot, there are many ways and methods of practice, but it is required to be close to or similar to actual combat. Difficulty, speed to put forward requirements, but also to achieve what kind of goals.

4.2.4Training and competition must cultivate the good habits of the players' brains, but also concentrate. the difference between an excellent "sharpshooter" and an average athlete is that it is gradually developed in daily training and games. Players in the shooting, into and not into the millimeter between, up and down, left and right feeling is not much worse, but as a good player he can quickly adjust, and soon can find the feeling, the average player is difficult or slow.

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Research on the "Four Focus" Strategy of Ideological and Political Education for College Students in the New Era

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Abstract: In the context of the new era, the ideological and political education of college students is facing new challenges and opportunities. In the new era, we will always adhere to the dominant position in the ideological field and occupy the discourse power, cultivate faith through academia, practice faith through cognition, and promote faith through practice. This article aims to explore how to enhance the effectiveness of ideological and political education for college students through the "four focuses" - focusing on ideological solutions to "confusion", focusing on spiritual solutions to "worries", focusing on cultural solutions to "thirst", and focusing on psychological stress relief - in order to cultivate well-rounded and capable individuals of the times.

Keywords: New Era; College student; Ideological and political education; Focusing

1 INTRODUCTIONS

In the context of the new era, as the future of the country and the hope of the nation, the ideological and political education of college students is particularly important. With the rapid development of society and the diversification of values, the ideological dynamics and value orientations of college students have shown complex and changing characteristics. Therefore, the ideological and political education work in universities needs to constantly innovate methods and means to adapt to the requirements of the new era. This article explores how to effectively carry out ideological and political education for college students by analyzing the strategy of "four focuses", in order to cultivate new era college students with firm ideals and beliefs, profound cultural heritage, and healthy psychological qualities. [1]

2. FOCUS ON IDEOLOGICAL SOLUTIONS TO "CONFUSION"

The future belongs to the youth, and hope is placed in them. As an important force shouldering missions, the cultivation of college students' ideals, beliefs, and values plays a crucial role in the progress and development of society. the thoughts of college students with active thinking and strong mobility are easily misled and even lead to erroneous views. Therefore, it is necessary to use various methods to accurately grasp the various factors that affect the ideological characteristics of college students, in order to better carry out ideological and political education work.

2.1 Based on Classics, Cultivate Beliefs through Academic Cultivation

Marxist theory is the theoretical source of socialism with Chinese characteristics, and it is the ideological source and living water that must always be adhered to. the prerequisite for young people in the new era to have firm ideals and beliefs is to guide them to learn the basic principles of Marxism and the truth gained by the great revolutionary mentors in criticizing and analyzing capitalist society. Therefore, studying the classic works of Marxism Leninism can not only increase our knowledge and deepen our ideological depth, but also enable us to unconsciously pursue the noble personality and faith of the great revolutionary mentor, and let the seeds of Marxism take root in the hearts of young students.

By reading the original text, we can engage in dialogue with classic writers in books, enhancing our academic literacy and knowledge. Using classics to help ideas climb the slope is not only a transformation of the traditional classroom teaching method of "teachers lecturing and students listening", but

also beneficial for college students to acquire knowledge and elevate their thinking through repeated reading of classic literature. Firstly, teachers of ideological and political courses in universities should strengthen the discourse foundation of academic theories while grasping and studying classics. the ultimate goal of helping students understand the study of theory is to apply the fundamental knowledge of Marxism to solve problems in social practice. Secondly, make full use of various platforms and mobile apps to achieve the transformation from fingertips to heart.

2.2 Based on the classroom, practice faith through cognition

With the development and progress of society, the channels and methods of ideological and political education are constantly increasing, and the forms are becoming more flexible. However, classroom teaching has been a traditional educational method that has been continued to this day. Therefore, fully utilizing the classroom to cultivate students' ideal beliefs is the most fundamental and easy way to achieve.

2.3 Based on practice, promote faith through action

Marxist theory is a theory of practice, which means that 'all social life is essentially practical'. Therefore, social practice is one of the communication bridges between ideological and political education and the environment. Based on practice, utilizing the social classroom, constructing on campus and off campus practical activities, and promoting students to achieve unity in cognition and behavior. Encourage students to promote their faith through practical actions. Through practical activities, students can achieve unity in cognition and behavior, and promote faith through practical actions. Taking major events as an opportunity to carry out social practice and linking classroom and practice is an important measure to promote the deepening and implementation of ideological and political theory in the new era.

3 FOCUSING ON THE SPIRIT TO SOLVE "WORRIES"

In the new era of rapid social development, various opportunities and risks coexist. the profound changes in lifestyle, thinking, values, and other aspects brought about by social transformation. On the other hand, with the continuous advancement of the new media era, various incorrect ideological concepts and trends are impacting the spiritual world of college students, leading to deviations in their cognition and behavior.

3.1 Clarify Why the Cpc Can

The CPC has always insisted on taking the people as the center, which is the fundamental reason why the CPC "can". the centennial history of the CPC fully proves this point. In the face of major risks, challenges, and natural disasters, the Party always puts the safety of people's lives and property first, thinks what the people think, and does every practical thing for the people.

3.2 Explain Why Marxism Works

As a Marxist party, the CPC's revolutionary construction practice is first based on the direction and goal under the guidance of Marxist belief. Historical experience fully proves that any deviation from the principles and policies of Marxism cannot promote the development of Chinese society. the achievements of socialism with Chinese characteristics show that the Chinese people are fully confident to continue to advance on the road guided by Marxism and achieve new victories.

3.3 Explain Why Socialism Is Good

Institutional construction is generated and improved with the continuous advancement of human society's imagination of a better future society and social practice. the socialist system with Chinese characteristics can create a remarkable human miracle in a short period of time. At present, the western countries are also "unswerving" in the infiltration, leading to the frequent phenomenon that the western discourse system occupies the "cloud" of the Internet. Therefore, in the face of the severe situation at home and abroad, it is necessary to explain why socialism is good and truly achieve spiritual relief. [2]

4 FOCUSING ON CULTURE TO QUENCH THIRST

The Chinese nation has a splendid civilization formed over more than 5000 years of historical evolution. Culture is the most profound emotional expression of a nation, reflecting its pursuit of truth, goodness, and beauty, and embodying the national character of "seeking harmony" "seeking peace" and

"advocating justice". Using excellent traditional Chinese culture as a framework to promote contemporary college students to enhance their sense of identity with Chinese culture while grasping traditional culture.

4.1 Continuing the Chinese Red Gene

Red is the brightest color of the Chinese revolution. It is the unremitting struggle and pursuit of generations of young people that together add luster to the advanced culture of socialism with Chinese characteristics and inspire generations of young people to persevere and forge ahead. It is in the cultivation of socialist culture with Chinese characteristics and the process of sinicization of Marxism that the firm political character and faith of Communists have emerged, forming distinctive spiritual concepts such as the spirit of resisting US aggression and aiding Korea and the spirit of Xibaipo; the emergence of models of the times that touched Chinese people. In the new era, we must always maintain a high level of cultural confidence, cultivate character, pursue excellence, and serve the people with the advanced culture of socialism with Chinese characteristics.

4.2 Innovative Campus Culture Education System

The campus of universities is a gathering place for talents and has a strong academic atmosphere. Therefore, fully utilizing the educational function of campus culture plays an important role in improving the ideological quality and values of educational objects. On the other hand, it also has profound significance in promoting the prosperity and development of campus culture and enhancing the taste of campus culture. Scientific agenda setting and in-depth exploration of social hot issues are important tasks of ideological and political education in universities.

5 FOCUS ON PSYCHOLOGICAL STRESS RELIEF

University is the final stage for students to enter society, during which individual cognition will change with the increase of knowledge, and behavior will become more social. At the same time, it also brings a series of pressures such as interpersonal communication pressure and employment pressure. On the other hand, due to the influence of social development and growth environment, college students' understanding of things only exists at the theoretical level, lacking practical exercise, which leads to the inability to solve new problems and phenomena in a short period of time, resulting in excessive psychological pressure and affecting normal learning and life. Therefore, ideological and political education in universities should focus on both physical and mental health. [3]

5.1 Multiple Choice In Employment Concept

With the development and progress of the economy and society, the previous single employment concept is no longer suitable for the trend of popularization of higher education, and corresponding changes must be made to the employment concept. Therefore, in order to prevent the situation where the positioning deviation leads to a significant gap from one's expected goals, establishing a correct employment concept is a basic literacy that every college student should possess. With the development and progress of the economy and society, the previous single employment concept is no longer suitable for the trend of popularization of higher education, and corresponding changes must be made to the employment concept. Establishing a correct employment concept is a fundamental quality that every college student should possess.

5.2 Deepening the Cultivation Of Interest Perspectives In the Circle

The openness of the internet makes it easy to access various information resources. Through search engines and personalized demand, big data will be guided by individual interests, gradually forming its own stable and tightly connected circle through hierarchical extraction. This is an innovation to the traditional education model, which can achieve personalized development to the greatest extent possible and break free from the shackles of information.

While promoting their own personalized development, the group of college students recognizes and collaborates with groups that share common interests through different means

Participating in activities with the same organization promotes the realization of self-worth and prevents stress caused by changes in the environment and other factors. On the

other hand, the primary contradiction of things determines the nature of their development. Therefore, in the process of cultivating the concept of interest, we should adhere to the focus on central interests, laying the foundation for students' growth and success.

5.3 Tracing the Origin Of Happiness Concept

All great achievements are the result of continuous struggle, and all great undertakings need to be promoted through carrying forward the past and opening up the future. the new era will undoubtedly be a time of great potential. Therefore, cultivating the spirit of struggle among contemporary college students and adhering to the guiding position of the Marxist concept of happiness is the key to effectively relieving their psychological stress. the Marxist concept of happiness is discussed from four aspects: the source of happiness, the content of happiness, the dialectical relationship between personal happiness and social happiness, and the ultimate goal of happiness.

6 CONCLUSIONS

College students are the future of the country and the hope of the nation. Doing a good job in ideological and political education for college students is of great value for further implementing the fundamental task of cultivating morality and promoting the more positive development of college students in the new era. Analyze the path to improving ideological and political education for college students from four perspectives: focusing on ideological clarification, focusing on spiritual relief, focusing on cultural quenching, and focusing on psychological decompression. Enable students to become well-rounded talents with both moral integrity and professional competence, and further cultivate capable new talents for the times.

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Analysis of 5G Communication Security and Privacy Issues

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Abstract: As a representative of the new generation of mobile communication technology, 5G communication provides people with more convenient communication services and richer application experiences, but also comes with a series of security risks and privacy issues.

Key words: 5G network; solution; secure; privacy

1. CHALLENGES AND RESPONSES TO 5G NETWORK SECURITY

As a representative of the new generation of mobile communication technology, 5G communication has higher transmission speed, lower latency, and greater connection density, while bringing new opportunities and challenges [1]. However, with the development and application of 5G networks, there are also a series of security risks and privacy issues.

1.1 5G network security challenges

1.1.1 Increased network attacks: Due to the large number of devices in 5G networks, the targets of network attacks are also more diverse. Hackers can exploit system vulnerabilities, malicious software, and phishing to invade 5G networks, steal sensitive user information, or disrupt network operations.

1.1.2. IoT Security: 5G networks will support large-scale IoT connections, and the security of IoT devices is crucial for the stability of the entire network [2]. However, IoT devices often lack sufficient security measures and are easily targeted by hackers, posing a threat to 5G networks.

1.1.3. Multi user resource sharing: 5G networks adopt network slicing technology, allowing multiple users to share the same network resources. However, this also provides a breakthrough for hackers to attack, as they may compromise the security of other network slices by attacking one network slice, thereby disrupting the entire network.

1.1.4. Virtualization and cloud computing: 5G networks will adopt virtualization and cloud computing technologies, allowing network functions to be deployed and managed in the cloud. However, virtualization and cloud computing themselves also face security risks, such as data privacy breaches, virtual machine evasion, and other issues that may have a significant impact on the security of 5G networks.

1.2 5G network security response strategy

1.2.1 Enhance network security awareness: Enterprises and users should strengthen their understanding of network security, improve their security awareness, and avoid unsafe behaviors such as clicking on spam emails and downloading suspicious software. At the same time, strengthen network security education and training to enhance users' self-protection ability towards network security [3].

1.2.2. Strengthen device security management: Device manufacturers should enhance the security design and production of their devices to ensure that their operating systems and applications have no vulnerabilities. Meanwhile, users should regularly update the software and firmware of their devices, as well as enable security settings such as password protection and two factor authentication.

1.2.3. Strengthen network security monitoring: Establish a comprehensive network security monitoring system to promptly detect and respond to network attack events. By utilizing technologies such as artificial intelligence and machine learning, real-time analysis and detection of network traffic can be carried out to quickly identify abnormal behaviors and activities, and corresponding defense measures can be taken.

1.2.4. Strengthening data security protection: Encryption is an important means of protecting data security. Enterprises and users should strengthen encryption and decryption

operations on data to ensure that data is not stolen or tampered with during transmission and storage. At the same time, develop a reasonable data permission management strategy to ensure that only authorized personnel can access sensitive data.

1.2.5. Strengthening cooperation and regulatory system construction: Governments, international organizations, and enterprises of all countries should strengthen cooperation to jointly address the challenges of 5G network security. At the same time, relevant regulations and standards should be formulated and improved to clarify network security responsibilities and obligations, strengthen the crackdown and punishment of violations, and promote the healthy development of 5G network security.

5G network security faces many challenges, but there are also corresponding response strategies. Only through the joint efforts of the whole society can a safe and reliable 5G network be established, providing people with faster and more convenient communication services.

2. USER PRIVACY PROTECTION ISSUES

With the rapid development and widespread application of 5G communication technology, the issue of user privacy protection has increasingly attracted people's attention and importance. As the next generation of mobile communication technology, 5G communication has higher speed, lower latency, and larger capacity, which will provide people with more convenient communication services and richer application experiences. However, at the same time, 5G communication has also brought a series of privacy protection issues, including personal information leakage, location tracking, network attacks, and so on.

2.1 Personal information leakage

2.1.1 The high speed and large capacity of 5G communication make it more convenient for users to communicate and transmit data, but it also increases the risk of personal information leakage. For example, when users use 5G networks for shopping, payment and other activities, their personal identity information, bank account information, etc. may be obtained by malicious attackers.

2.2.2 Solution: Strengthening the protection of personal information is crucial in 5G communication. Operators and related enterprises should take effective security measures, including encrypted communication, identity verification, firewalls and other technical means, to ensure that users' personal information is not illegally obtained and utilized. At the same time, users should also raise their security awareness and avoid leaking personal information in unsafe network environments.

2.2 Location tracking

2.2.1 The high-precision positioning technology of 5G communication makes it easier to obtain and track users' location information. Although location services play an important role in certain scenarios, excessive location tracking can also violate users' privacy rights.

2.2.2 Solution: In order to protect users' location privacy, operators and related enterprises should clarify the purpose of collecting location information and obtain users' explicit consent. At the same time, reasonable privacy agreements and technological means should be used to limit the scope and duration of the use of location information, and measures should be taken to prevent the abuse of location information.

2.3 Network attack

2.3.1 The high speed and low latency of 5G networks provide more opportunities for network attackers. For example, attack methods such as malware and phishing can spread and be implemented more quickly.

2.3.2 Solution: In order to improve network security, relevant enterprises should strengthen network security management, timely update and repair vulnerabilities, and establish a sound security protection system. In addition, users should also strengthen their personal awareness of network security, avoid accessing insecure websites, and refrain from opening suspicious email attachments to prevent themselves from becoming targets of cyber attacks.

2.4 Data Privacy

2.4.1 The large capacity and high speed of 5G communication make data collection and analysis more convenient. However, the collection and use of personal data without the user's consent and knowledge may infringe

upon the user's right to data privacy.

2.4.2Solution: In order to protect data privacy, relevant enterprises should clarify the purpose and scope of data collection and obtain explicit consent from users [4]. At the same time, strengthen the security management of data and take measures such as encryption and desensitization to ensure the security of data. In addition, establish relevant laws, regulations, and regulatory mechanisms to supervise and protect data privacy.

The rapid development of 5G communication has brought great convenience to people's lives, but it has also brought challenges to user privacy protection. Personal information leakage, location tracking, network attacks, and data privacy have become urgent issues that need to be addressed. To solve these problems, operators, related enterprises, and users themselves need to work together. Operators and enterprises should strengthen the research and application of security technologies, and users should enhance their security awareness and ability to protect personal privacy. At the same time, the government and regulatory agencies should strengthen the supervision of 5G communication and formulate relevant laws and regulations to protect users' privacy rights. Only through joint efforts can we ensure the health, safety, and sustainable development of 5G communication.

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Analysis of Challenges and Strategies in the Internationalization of Vocational Education

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Abstract: This paper explores the challenges and strategies related to the internationalization of vocational education. It emphasizes the key issues, such as the insufficiency of top-down design, the shallowness of industry-school collaboration, the deficiency of professional support, and the absence of an evaluation system. In the context of the Belt and Road Initiative, strategies like top-down design guiding international development, industry-school symbiosis enhancing educational standards, professional (cluster) construction increasing adaptability, and quality evaluation safeguarding the internationalization process are proposed. the objective is to strengthen policy adaptability, deepen industry-school cooperation, optimize professional layouts, and establish a scientific evaluation system to promote the internationalization of vocational education, thereby enhancing China's global competitiveness in this domain and constructing a comprehensive advancement path.

Keywords: Internationalization of Vocational Education, Challenges, Strategies

1. INTRODUCTION

With the intensifying globalization, the internationalization of vocational education has become a crucial approach for enhancing the quality and international influence of vocational education in China. Nevertheless, the process of internationalization confronts numerous practical challenges that require thorough analysis and effective strategies for resolution.

2. PRACTICAL CHALLENGES FACED BY THE INTERNATIONALIZATION OF VOCATIONAL EDUCATION

2.1 Inadequate Top-Down Design Constrains Internationalization Progress

The internationalization of vocational education shows significant deficiencies in top-down design. On the one hand, some vocational colleges have insufficient awareness of international trends and long-term development strategies, leading to poor planning quality and ambiguous goal orientation. On the other hand, educational administrative departments provide insufficient guidance and support, lacking targeted policy regulation and resource allocation for the differentiated needs of various vocational colleges, which affects their enthusiasm and innovativeness. Therefore, it is essential to enhance top-down design, clarify internationalization development goals, formulate feasible development plans, and strengthen the guidance and support of educational administrative departments.

2.2 Shallow Industry-School Cooperation Fails to Satisfy International Requirements

Industry-school cooperation is a critical support for the internationalization of vocational education. However, at present, talent cultivation in higher vocational colleges fails to meet the demands of "going-out" enterprises, and the ability to serve international capacity cooperation needs improvement. Vocational colleges overly rely on traditional methods for international talent cultivation, such as introducing international textbooks and offering foreign language courses, while insufficiently exploring paths for cultivating compound international talents. Meanwhile, deep industry-school cooperation lacks mutually beneficial convergence points, and inadequate institutional support leads to superficial cooperation. Hence, it is necessary to deepen industry-school cooperation, explore international talent cultivation paths that align with industry demands and school characteristics, strengthen industry-education integration, and achieve mutual benefits for both sides.

2.3 Insufficient Professional Support Affects the Quality of International Education

The internationalization of vocational education also encounters deficiencies in professional support. Vocational colleges have a low level of openness, with monotonous curriculum systems and practical forms, lacking branded international cooperation and exchange projects. Additionally, domestic resource construction is weak, with a scarce number of bilingual teachers and low levels of internationalization in course content and textbooks. Furthermore, there is significant homogeneity in professional settings among vocational colleges, lacking customized programs for the differences among countries along the Belt and Road. Therefore, it is crucial to strengthen professional support, enhance the openness of vocational colleges, boost the cultivation of bilingual teachers, optimize course content and textbooks, and develop professional settings specific to countries or regions.

2.4 Absence of an Evaluation System Complicates Guaranteeing Internationalization Quality

Educational administrative departments lack adequate quality monitoring and classified guidance for the internationalization of vocational education. Currently, an evaluation system for the internationalization of higher vocational education has not been established, and evaluation indicators focus on standardization while neglecting the uniqueness and differences of vocational colleges. Hence, it is necessary to establish a scientific and effective evaluation system for the internationalization of higher vocational education, fully considering regional differences and school characteristics to ensure the accuracy of talent cultivation.

3. ADVANCEMENT PATHWAYS FOR THE INTERNATIONALIZATION OF VOCATIONAL EDUCATION IN THE CONTEXT OF THE BELT AND ROAD INITIATIVE

3.1 Top-Down Design Guides International Development

The internationalization of vocational education within the framework of the Belt and Road Initiative (BRI) necessitates a robust top-down design approach. This begins with the enhancement of policy adaptability, which is crucial for navigating the diverse social, cultural, and legal landscapes of the participating countries. Tailored national policies should be crafted to align with these unique contexts, ensuring that they not only respect local customs and regulations but also harmonize with China's vocational education system. By understanding the specific needs and challenges of each country, policymakers can develop hierarchical and differentiated strategies that empower vocational colleges to advance their internationalization efforts based on local conditions.

Moreover, the enforcement of these policies is paramount. Effective coordination among stakeholders, including governments, vocational colleges, industry enterprises, and international partners, is essential to ensure that all parties benefit from policy implementation. Clarifying policy objectives and refining action details can help minimize misunderstandings and ensure smooth execution. Additionally, strengthening policy publicity and education is vital to raising public awareness and recognition of these policies. This, in turn, can motivate vocational colleges and industry enterprises to actively participate in and support the internationalization process.

3.2 Industry-School Symbiosis Elevates Educational Standards

A symbiotic relationship between industry and schools is crucial for elevating the standards of vocational education. Vocational colleges should actively engage with industry organizations and regional enterprises to identify common interests and establish a shared vision for cooperation. By analyzing industry needs and formulating talent cultivation plans, these institutions can work together to cultivate high-level international skilled talents that meet the demands of the global market.

To facilitate this symbiosis, it is essential to improve the operational mechanism for industry-school cooperation. Constructing mutually beneficial mechanisms can ensure that this cooperation not only enhances the international influence of vocational education but also promotes the overseas operations of enterprises. Mechanisms for the

joint construction and sharing of industry-school resources should be established to facilitate resource complementarity and optimize resource allocation.

Furthermore, building an industry-school symbiotic education platform can provide a new model for overseas education. By joining hands with Chinese enterprises "going out, " vocational colleges can explore innovative ways to deliver education and training programs that are tailored to the needs of international students and professionals.

3.3 Professional (Cluster) Construction Enhances Adaptability

Innovation is the driving force behind the internationalization of professional (cluster) construction in vocational education. By aligning with emerging industries and occupations, vocational colleges can export their high-skill talent cultivation experiences and models, thereby serving international capacity cooperation and enterprise internationalization strategies.

Optimizing the layout of disciplines and majors is essential for keeping pace with industry development trends. This includes promoting major upgrades and digital transformations to ensure that the curriculum remains relevant and up-to-date. Distinctiveness is another key factor in steering the internationalization of professional (cluster) construction. By constructing a distinctive discipline and major system, vocational colleges can innovate school-running and talent cultivation models, creating vocational education brands with international competitiveness.

Quality governance is also crucial for the internationalization of professional (cluster) construction. In terms of curriculum internationalization, vocational colleges should formulate specialized talent cultivation plans based on enterprise needs and professional characteristics. They should also develop professional courses jointly with enterprises to ensure that the curriculum meets industry standards and demands. In terms of faculty internationalization, efforts should be intensified to recruit and train teachers overseas, thereby enhancing the internationalization level and capabilities of the local teaching staff.

3.4 Quality Evaluation Safeguards the Internationalization Process

Constructing a scientific quality evaluation system for the internationalization of vocational education is essential for safeguarding its progress. Breaking away from the path dependence of higher education internationalization evaluation is crucial for reshaping evaluation concepts and clarifying evaluation standards. Vocational colleges should formulate quality evaluation standards based on internationalization development goals and requirements, reflecting differences and hierarchies from multiple dimensions.

Integrating internationalization into the school's overall development plan is vital for ensuring that it becomes an integral part of the institution's strategic direction. By incorporating international advanced technological processes and product standards into the entire talent cultivation process, vocational colleges can cultivate technical talents with an international perspective who are well-equipped to navigate the global job market.

Learning from foreign vocational education experiences is also important for assessing the internationalization capabilities and foundations of oneself and partners. This can help formulate clear development plans that are tailored to the specific needs and challenges of each institution. Emphasizing the participation of multiple social entities in evaluation is essential for ensuring the robustness and credibility of the evaluation process. Exploring the establishment of specialized quality assessment institutions for the internationalization of vocational education can form a four-in-one quality assessment mechanism led by the government, with schools as the main body, enterprises taking the initiative, and society participating.

In conclusion, the internationalization of vocational education within the BRI framework faces challenges in top-down design, industry-school cooperation, professional support, and evaluation systems. To address these challenges, it is necessary to strengthen top-down design and clarify development goals, deepen industry-school cooperation and explore talent cultivation paths, enhance professional support and improve educational quality, and construct a scientific evaluation system to safeguard

internationalization quality. Through the implementation of these measures, the internationalization process of vocational education can be propelled forward, enhancing China's international competitiveness in this field and constructing a comprehensive advancement pathway for effectively advancing the internationalization of vocational education.

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The Spirit of Su Shi's Literati and His Patriotism

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Abstract: As an outstanding representative of ancient Chinese literati, Su Shi's spirit of literati has its common features. His strong rational critical spirit and active participation in reality, spontaneous pursuit of personal freedom and deep compassion for the heavens and people, as well as his honest concept of assisting the monarch in governance and the principle of seeking truth in scholarship and self-cultivation, all have enlightening significance in contemporary times.
Keywords: Spirit of literati, Su Shi's patriotism and patriotism

1. INTRODUCTION

The literati were an elite group in ancient Chinese society, possessing dual identities of intellectuals and bureaucrats. They were not only participants and managers of state power, but also inheritors and creators of social culture. As an outstanding representative of ancient Chinese literati, Su Shi exhibited a common spirit of literati, such as a strong spirit of rational criticism and active participation in reality, a spontaneous pursuit of personal freedom and deep compassion for the heavens and people, an honest concept of assisting the monarch in governance, and a principle of seeking truth in scholarship and self-cultivation.

2. SINCERITY IS THE FOUNDATION OF SU SHI'S CHARACTER

Su Shi was born in Meizhou, Sichuan, a place where he was talented and talented, and his youth worked hard to eat Polygonum, while his old age was peaceful and leisurely like eating sugarcane. the unique geographical environment of Western Shu, as well as the Su family's chivalrous and benevolent family tradition, especially the influence of his mother Mrs. Cheng's words and deeds on Su Shi, directly shaped his sincere, kind, and benevolent personality.

In the fourth year of Xining (1071), despite the already tense political situation at that time, Su Shi did not consider personal comfort and openly opposed Wang Anshi's reform to Emperor Shenzong. He said, "Your Majesty is born with the nature of knowledge, and is open to both civil and military affairs. He is not afraid of ignorance, not afraid of being diligent, and not afraid of constant progress. However, he is afraid of seeking treatment too urgently, listening too widely, and entering people too sharply. He wishes to be quiet and wait for things to come, and then respond to them. " Emperor Shenzong was moved by his frankness and said, "Your Majesty, I will carefully consider these three words. Everyone in the pavilion should think deeply about how to control chaos, without any concealment. " Su Shi remembered these words and in February of that year without reservation. the Emperor's Book of Shangshenzong, which is over 3400 words long, states: "I have only three words to express my wishes. May Your Majesty unite the hearts of the people, strengthen customs, and preserve principles In the end, he directly admonished Emperor Shenzong, saying, "People say that Your Majesty is holy, wise, and martial, and will be able to uphold righteousness and cultivate virtue, leading to peace. However, recent events have led to a trend of misconduct and dissatisfaction, which is why I am so angry and unable to stop

Su Shi's friend Chao Duanyan advised him to be more cautious in his words, but he said, "My nature is unbearable, and I have words in my heart, like a fly in my food, which I must vomit. " He then exclaimed, "If someone doesn't speak, who will be the one to speak?" Su Shi encountered the "Wutai Poetry Case" and had a difficult political career throughout his life, which was closely related to Su Shi's character as a reclusive person.

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3. PRACTICAL WORK IS THE MOST VALUABLE QUALITY OF SU SHI

Professor Li Bo evaluated Su Shi as a typical intellectual elite of the common people, particularly adept at solving the practical difficulties and problems of the common people. After Su Shi passed the imperial examination, he served as a judge in Fengxiang for the first time. One of the administrative tasks was to weave bamboo rafts, a specialty of Zhongnan Mountain, into the river and Wei River to the east (as recorded in "Fengxiang Takes Office and Xie Reigns"), for use in royal civil engineering and construction. Serving in front of the local government office was unbearable, even to the point of having no way to make a living. After in-depth investigation, Su Shi learned that the government did not arrange the timing of logging and drainage properly. Instead, they should release rafts before the Wei River and Yellow River rise, and move back and forth according to the time, which would result in less cost and less danger. So we started revising the yamen regulations, allowing local people to choose their own time for transporting wood on rafts, in order to reduce the occurrence of danger and ease their burden. After this plan was approved for implementation, the "harm in front of the yamen" was reduced by half.

In April of the tenth year of the Xining reign (1077), Su Shi took office in Xuzhou. However, when the Yellow River burst, the water level in Xuzhou city rose sharply and was in critical condition. Su Shi disregarded personal comfort and personally led officials and civilians to rush to the front line of flood control, demonstrating extraordinary management skills. After the construction of the embankment began, Su Shi conducted day and night inspections, sent officials to guard the city separately, and slept on the city at night. After more than 70 days, he finally succeeded. I am fond of writing the poem 'River Restoration', and the preface reads: 'I wrote the poem' River Restoration ', singing the path of the people's wishes and welcoming the God's rest, and building the will to defend the land. '.

In the fourth year of Yuanyou (1089), Su Shi was appointed as the magistrate of Hangzhou by the Longtu Pavilion Academy. He stored grain for disaster prevention, opened a disease clinic (named "Anle", which was an early civilian hospital established by the government), and applied pesticides ("Shengsanzi") for epidemic prevention. Treat the six wells and solve the drinking water problem for residents in Hangzhou. Opening West Lake not only provides a stable and clean water source for Hangzhou, but also eliminates the old water disasters. Su Shi served as an official in Hangzhou twice. He devoted himself to disaster relief, was diligent in his work, and was praised for his virtues and achievements for generations to come. He won the heartfelt love of the people of Hangzhou, to the extent that "there is a portrait of his family, and food must be celebrated. He also built ancestral halls to celebrate" (Su Zhe's "Tomb Inscription of the Late Brother and Son Zhan Duanming"). People spontaneously built ancestral halls on the Su Causeway, and every household hung his portrait, devoutly praying for the good governance and love of the people of Wei, a diligent and benevolent governor.

4.. CHERISHING FESTIVALS IS SU SHI'S MOST PRECIOUS PERSONALITY

Su Shi was naturally a person who was free spirited and indifferent. In the hypocritical and cunning bureaucratic society, he naturally became someone who was out of place with the world. He himself understands very well, as stated in his poem, 'I am not against the world, but the world is different from me. I am clumsy in the forest dove, lazy in the ice bottom fish. People laugh at his madness, but I pity his foolishness alone' ("Sending Cen Works").

At the time of Wang Anshi's reform, Su Shi was a young member of the opposition and his speech was the most intense. After the "Wutai Poetry Case", he was reinstated by the court, and a group of old officials were also highly valued, such as Lv Gong and Sima Guang, marking the beginning of the "Yuanyou Genghua" campaign. In the second year of Yuanyou (1087), Sima Guang submitted a petition to abolish the exemption from military service law. Su Shi, based on his practical experience and insights in local governance, believed that the exemption from

military service law was indeed a better law than the police service law. Jia Yong went to see Sima Guang twice and argued for it with reason, but ultimately failed due to Sima Guang's stubbornness.

Su Shi had already suffered a major blow and had just returned from his exile in Huangzhou to court. It was rare for him to speak out with such righteousness when his footing was unstable. It can be inferred that it was only a matter of time before he was attacked again by the Yuan You Shuo Party. Su Shi's pursuit of knowledge through reading was originally aimed at using his intelligence to alleviate the suffering of the people and save the isolated danger of the court. Therefore, he paid no attention to being attacked or framed for his direct advice and criticism. Offering sacrifices at risk is also a moral code expected of literati and Confucian scholars, and the selfless advice is the best policy, which is a true manifestation of his childlike heart.

The culture of the Song Dynasty is a highly mature rational culture. Su Shi, as the culmination of Song culture, the representative of the highest literary achievement of the Song Dynasty, and the model of Song Dynasty literati, had a profound influence and was the object of admiration that literati throughout history hoped to achieve since the Song Dynasty. the spirit of literati embodied in him also has strong enlightening significance for the current era. We miss Su Shi not only because he left behind a large number of literary and artistic masterpieces such as poetry, prose, calligraphy, and painting for future generations, but more importantly, we can draw more spiritual nourishment from him. In times of prosperity, he had a broad vision of the world, was loyal to the court, loved the people, served as an official, and benefited the people. the Confucian philosophy of "reaching the highest level while also benefiting the world" was fully reflected in Su Shi. In adversity, he can adapt to nature and always persist in his persistence and pursuit of life and a better life. This is the significance of learning and inheriting the cultural context and patriotism of this millennium hero.

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Genre Interweaving and Social Metaphor— — An Analysis of Multi-Genre Elements in Bong Joon-ho's Parasite (2019)

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Abstract: Bong Joon-ho's *Parasite* achieved monumental global success in 2019 and became the first non-English language film to win the Academy Award for Best Picture. Its unique narrative approach and fusion of genre elements have garnered significant scholarly attention. This paper analyzes Parasite through the lenses of dark humor, suspense thriller, family melodrama, and social realism, examining how Bong uses genre interweaving as an artistic device to explore issues of social stratification and economic disparity in Korean society. the film reveals the entrenched nature of class division and wealth inequality while exploring the role these genre elements play in narrative and thematic expression. Through genre blending, Bong creates a film that is both commercially entertaining and socially profound, providing a diverse viewing experience and ample interpretative space for a global audience.
Keywords: Bong Joon-Ho; Parasite; Film Genre; Genre Fusion; Social Metaphor

1. INTRODUCTION
As a medium of artistic expression, film employs genre characteristics to captivate audiences while also allowing innovative possibilities for thematic exploration and narrative structure. Known for his genre diversity and social critique, Bong Joon-ho presents *Parasite* as an intricate representation of Korea's structural social issues through genre interweaving and stylistic fusion. This paper explores how Bong combines multiple genre elements in *Parasite*, enhancing the film's artistic and accessible portrayal of complex social realities.

2. THEORETICAL OVERVIEW OF FILM GENRES
The concept of film genre originated in the early stages of film studies to analyze common characteristics and distinctive features across films. Genre films not only help audiences quickly grasp a film's content but also create unexpected viewing experiences through "genre-breaking. " Genre fusion refers to the intertwining and layering of different genre elements within a single film, such as combining dark humor with suspense or family melodrama with realism, resulting in fresh narrative techniques and emotional resonance. Genre interweaving enriches a film's expressive layers, adding thematic depth—an approach that is fully realized in Bong Joon-ho's *Parasite*.

3. ANALYSIS OF FILM GENRES IN *PARASITE*
3.1 Dark Humor and Comedy Elements
Although *Parasite* incorporates various cinematic elements, it is primarily categorized as a dark comedy. Bong Joon-ho skillfully uses elements of dark humor to highlight the painful injustices and complexities of human nature through comedic techniques. *Parasite* opens with an easygoing use of dark humor as Bong employs satire to depict the struggles of the Kim family. Through absurd humor, the film sparks audience reflection on social class differences. For instance, the scene where the Kim family seeks free Wi-Fi reflects the hardships of the impoverished, blending humor with a poignant revelation of their desperation. This comedic expression brings the audience closer to the characters' realities while foreshadowing the story's upcoming shifts. Comedy not only draws the audience into the Kim family's world but also adds layers to the film's thematic expression.
3.2 Suspense and Thriller Elements

Besides dark comedy, *Parasite* also includes elements of thriller, characterized by a tense and suspenseful atmosphere. As the film progresses, the Kim family infiltrates the affluent household, and the tone shifts from comedy to suspense and thriller. Bong uses the hidden basement to create an unsettling spatial dimension, providing a physical space where suspense and horror unfold. the husband of the former housekeeper, hidden in the basement, symbolizes the "parasitic" class oppressed by capitalist society, intensifying the film's critique of class issues. Through rapid editing, tense music, and suggestive cinematography, Bong crafts an atmosphere where the audience experiences deep-seated horror as the Kim family confronts the wealthy homeowners. This suspenseful atmosphere advances the plot while heightening the film's social metaphor, confronting audiences with the harsh reality of class immobility amid growing tension.

3.3 Family Melodrama Elements

Parasite features not only dark comedy and thriller elements but also rich aspects of family drama, showcasing relationships, interactions, and struggles within the social hierarchy. *Parasite* also serves as a family melodrama, centering on the familial bonds within the Kim family. Melodramas often explore social issues through detailed emotional portrayals and complex family relationships. Despite their impoverished and humble circumstances, the Kim family's mutual affection and support demonstrate the interdependence among lower-class individuals in times of hardship. Through the techniques of family melodrama, the film portrays the Kims' struggles and commitment to preserving their family, which fosters audience empathy for their plight. Conversely, the wealthy Park family, despite enjoying material advantages, exhibits subtle strains and detachment in their familial relationships. Bong Joon-ho highlights social issues by contrasting the two families, shedding light on deeper societal problems underlying the melodrama.

3.4 Social Realism Elements

Bong Joon-ho's *Parasite* contains profound social satire, using vivid scenes and meticulously crafted plots to expose class disparities and wealth inequality in modern society. The social realism in *Parasite* provides viewers with a starkly authentic picture of a cold and unyielding social reality. Bong Joon-ho brings societal issues like wealth inequality and class antagonism to life through the Kim family's daily struggles. For instance, the flooding scene vividly portrays the hardships of Korea's lower class, as depicted through the slums. Rather than overtly critiquing society, Bong uses a realistic style that allows viewers to experience the harshness of these issues firsthand. This realism enhances audience empathy and, at the same time, reveals the irreversible class immobility within capitalist society, prompting viewers to reflect deeply on social structures.

4. THE ARTISTRY AND SIGNIFICANCE OF GENRE FUSION

Bong Joon-ho skillfully integrates elements of dark humor, suspense, family melodrama, and social realism to create a multidimensional narrative and thematic experience. By using dark humor to reveal the struggles of the impoverished, suspense and thriller elements to heighten dramatic tension, family melodrama to foster emotional connection, and social realism to display class injustice, Bong achieves a seamless transition between genres in *Parasite*. This genre interweaving not only enhances the film's entertainment value but also strengthens its social metaphors, demonstrating the director's profound understanding and critique of societal issues.

5. CULTURAL AND SOCIAL IMPACT OF GENRE FUSION

The global success of *Parasite* owes not only to its innovative storytelling but also to its exploration of universal social issues. Through cross-cultural genre fusion, the film resonates with audiences worldwide, achieving a universality that transcends national boundaries. This artistic genre-blending approach allows viewers to interpret the film's social critiques from various perspectives, including wealth disparity, class conflict, and unequal distribution of resources. the genre-blending approach in *Parasite* has also inspired new directions for international filmmaking, showing how, by innovating genre elements, films rooted in local culture can attract a broad, global audience.

6. CONCLUSION

Through the interweaving of dark humor, suspense, family melodrama, and social realism, Bong Joon-ho constructs a richly metaphorical social narrative in *Parasite*. the fusion of multiple genre elements not only amplifies the film's narrative tension but also deepens audiences' understanding of class issues in Korean society. Against a backdrop of globalization, Bong's genre-blending approach elevates *Parasite* beyond its cultural context, transforming it into a universal social metaphor. By combining genre interweaving with social critique, Bong presents a multifaceted portrayal of Korean society and provides an innovative direction for the future of cinema.

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Analysis of the Current Situation and Countermeasures of Financial Assistance in Vocational Colleges

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Abstract: This article compares the connotation and goals of development-oriented funding in the new era, and analyzes the common problems in the funding work of vocational colleges, such as emphasizing material support while neglecting moral education guidance, single funding forms, neglecting the ability improvement of poor students, insufficient collaboration, and the lack of a comprehensive education mechanism. In response to these issues, measures have been proposed to strengthen the guidance of ideological values, enhance ideological and moral qualities, focus on student needs, establish a mechanism for improving quality and ability, promote collaborative innovation, and combine subsidized education with comprehensive education, in order to improve the subsidized education system in vocational colleges.

Keywords: Impoverished students in vocational colleges; Funding education; Three-pronged education; Comprehensive quality; Employment assistance and support

1 DEVELOPMENT BACKGROUND OF FUNDING WORK IN VOCATIONAL COLLEGES

Education is an important way to block the intergenerational transmission of poverty. In recent years, the Party and the state have attached great importance to the issue of students from economically disadvantaged families pursuing education, and the efforts to provide student financial assistance have been continuously increased. the 20th National Congress report clearly stated the need to improve the student financial aid system that covers the entire academic stage. the student financial aid work in the new era should extend from guarantee based aid to development based aid, with a dual goal: the original intention is to prevent students from dropping out of school due to family economic difficulties, and the mission is to enable every financially disadvantaged student to develop comprehensively and become successful.

2 THE CURRENT SITUATION AND EXISTING PROBLEMS OF FUNDING WORK IN VOCATIONAL COLLEGES

The 2020 Employment Blue Book analyzed the distribution of colleges and majors, employment quality, and service contributions of vocational college graduates from rural families in poverty-stricken areas. It was found that vocational colleges absorb more rural students from poverty-stricken areas, which is the main channel to ensure their access to higher education opportunities. Therefore, research on funding for vocational colleges is of great significance. the funding work not only needs to solve the economic pressure of impoverished students, but also needs to study the reasons for academic problems and low comprehensive quality among impoverished students, pay attention to their psychological state and employment competitiveness, and help them grow and succeed. [1]

2.1 Emphasize Material Support And Neglect Moral Education Guidance

At present, the main form of financial assistance for vocational colleges is still a "flood irrigation" type of coverage assistance, with precision measures, paid subsidies and other means mostly remaining at the conceptual level and have not yet been widely promoted and applied. With the continuous advancement of funding work, the gratuitous funding method that focuses solely on material aspects and emphasizes "blood transfusion" over "blood production" often weakens the endogenous motivation of poor

students in their growth process, and even gives rise to a group of lazy individuals who rely on "waiting and relying" in their thinking. The investigation found that impoverished families have brought the side effect of "psychological poverty" to impoverished students, mainly manifested as: some non impoverished students obtain financial aid through issuing false certificates, while some truly impoverished students silently give up applying for financial aid due to inferiority complex; Some impoverished students have developed feelings of resentment and resistance towards society due to psychological differences and jealousy.

Faced with the constantly emerging new problems in the above funding work, through in-depth analysis, the fundamental reason for the frequent occurrence of these problems is the lack of timely ideological and value guidance for the special group of impoverished students. the integrity and gratitude education for impoverished students carried out in vocational colleges on a daily basis is often perfunctory in order to fulfill the tasks of superiors, and the simple preaching mode cannot enter the hearts of impoverished students.

2.2 The Single Form Of Funding Neglects the Ability Improvement Of Impoverished Students

From the real situation faced by impoverished students, it can be seen that many of them have lower academic performance and comprehensive quality levels during their school years, and this group of impoverished students has obvious employment disadvantages. Therefore, the funding work of vocational colleges should explore the reasons behind these problems.

The purpose of university education is to help individuals develop a strong sense of self-awareness, inner control, and belonging. Financial counselors have found in their actual work that most impoverished students are sensitive and insecure, and some impoverished students have psychological disorders such as anxiety and depression. At the same time, due to the relatively backward educational conditions of their native families, their personalities are not fully developed, and their language expression ability, organizational management ability, interpersonal relationship processing ability, computer ability, and career planning awareness are generally weak. In today's fiercely competitive employment environment, impoverished students in vocational colleges urgently need to find a job that changes the fate of their entire family, and the contradiction between their lack of comprehensive abilities in real life is becoming increasingly fierce.

2.3 Insufficient Collaboration And Lack Of Comprehensive Education Mechanism

Qi Kri's theory of self-identity development for college students also points out that "college goals, college scale, teacher-student relationships, curriculum, and teaching are key factors that affect the development of college students. " This indicates that relying solely on funding workers and counselors for the education of impoverished students at the school level is far from enough, and requires the participation of teachers and the collaborative support of other functional departments of the school. In addition, at the family level, many impoverished students in vocational colleges come from rural areas, and the education level of their parents restricts the effective implementation of the "all-round education" policy. At present, there is a weak awareness and insufficient efforts in society towards the "three pronged education" of helping impoverished students. In the education work after economic assistance, the government's overall coordination and policy influence play a weak role, and various departments do not have clear responsibilities and obligations, which makes it impossible to achieve resource sharing for the ideological and ability assistance of impoverished students. the degree of participation of social enterprises and other organizations in university funding for education is still insufficient, and there is a lack of policy formulation for the training of impoverished students in school enterprise cooperation. During their time in school, impoverished students find it difficult to find internship opportunities that match their majors with their own meager abilities. the scarcity of social resources puts them in a passive state of fighting alone in employment. [2]

3   COUNTERMEASURES   FOR

IMPROVING THE FUNDING WORK OF VOCATIONAL COLLEGES

3.1 Strengthen the Guidance Of Ideological Values And Enhance Ideological And Moral Qualities

The target of the financial aid work is students from economically disadvantaged families, and the financial aid work is actually a personal work. In terms of funding policies, it is necessary to organically integrate the paid funding method of "blood typing" into the unpaid funding method of "blood transfusion", strengthen the ability of poor students to generate blood, and avoid their dependence on ideas such as "borrowing" that are prone to occur under unpaid funding. By improving the economic assistance method of funding, we can promote students to develop independent qualities and establish a spirit of self-improvement and self-reliance.

Funding is a means, with the aim of educating people. Vocational colleges should respect the subject status of students in their funding work, strengthen the educational concept of emotional care, focus on students, care for students, and serve students, combine solving ideological problems with solving practical problems, and educate and guide students in the process of caring for and helping them. We must base ourselves on the fundamental task of "cultivating virtue and nurturing people", integrate ideological and political education into the entire process of supporting and nurturing students, pay attention to students' mental health, adhere to the unity of nurturing hearts and virtues, focus on enhancing the sense of security, belonging, and happiness of the assisted students, cultivate their self-esteem, confidence, rational peace, and positive attitude, and guide the assisted students to carry gratitude and appreciation towards the Party and the country.

3.2 Focus On Student Needs And Establish A Mechanism For Improving Quality And Ability

Qi Kri's theory of self-identity development for college students states: "The development of college students includes seven vectors: developing abilities, managing emotions, transitioning from independence to coexistence, developing mature interpersonal relationships, establishing self-identity, cultivating a sense of purpose, and shaping character. " As students grow and develop, students of different grades also have different characteristics and development needs. By analyzing the characteristics of assisted students from different stages of their three years in college, combining economic security with personal development, a comprehensive and personalized mechanism for improving the quality and ability of assisted students is formulated to continuously enhance their overall quality. the focus of the freshman year is on academic planning and career planning, helping impoverished students adapt to university life as soon as possible, clarify learning goals, understand the employment situation and professional development prospects; the focus of the sophomore year is on improving vocational skills and enhancing students' comprehensive qualities, such as organizing speech competitions, essay contests, professional skills competitions, etc; In the third year of college, the focus is on employment guidance and assistance, while paying attention to students' mental health and ideological guidance throughout the entire process, achieving invisible support in every aspect.

3.3 Collaborative Innovation, Combining Funding For Education With Comprehensive Education

Financial aid is an important component of student work in universities, and it is one of the "Ten Major Education Systems" in universities. It is also an indispensable part of the "Three Comprehensive Education" work. As an important base for cultivating technical and skilled talents in the country, vocational colleges should update their funding and education models, innovate their funding and education thinking, and effectively teach from multiple levels such as schools, families, governments, and society. They should provide comprehensive funding and education to all impoverished students throughout the entire process, and cultivate them into sustainable development talents with firm ideals and beliefs, excellent moral qualities, and strong comprehensive abilities. [3]

Firstly, universities should mobilize various functional departments to form a joint force in the funding work, adhere to the student-centered educational philosophy, and work together to help impoverished students solve

problems in various aspects such as ideology, learning, life, psychology, and employment. Secondly, we should pay attention to the impact of family environment on students, and call on financial aid workers, counselors, and class teachers to visit and comfort students from poor families during winter and summer vacations. While promoting various financial aid policies, we should also form a joint force between families and schools to educate students, so that poor families can feel the love of the country and schools, and enhance their confidence in overcoming current difficulties. the management and formulation of policies directly affect the efficiency of subsidizing and educating students. the government needs to develop fair, reasonable, scientific, and targeted subsidy policies to provide assistance to impoverished students based on regional and professional differences in vocational colleges. In terms of employment, vocational colleges will further build an employment information service platform for impoverished students, seek effective social support, and provide employment skills training opportunities for impoverished students; Actively carry out collaborative education projects between schools and enterprises, establish a funding system with consistent interests between schools and enterprises, innovate the funding management system for mutual benefit between schools and enterprises, and enhance the depth and breadth of school enterprise cooperation; Introduce outstanding assisted students to school enterprise cooperation units, combine on-the-job internships with employment, and cultivate students' sense of social responsibility, innovative spirit, and practical ability.

4 CONCLUSIONS
In the context of the new era, the funding work of vocational colleges faces the important task of transforming from guarantee based funding to development based funding. At present, there are common problems in the funding work of vocational colleges, such as emphasizing material support while neglecting moral education guidance, single funding forms, neglecting the ability improvement of poor students, insufficient collaboration, and lack of comprehensive education mechanisms. To address these issues, vocational colleges need to strengthen the guidance of ideological values and enhance their moral and ethical qualities; Focus on students' needs and establish a mechanism for improving their quality and abilities; Collaborative innovation, combining funding for education with comprehensive education. Through these measures, the funding and education system of vocational colleges can be further improved, promoting the comprehensive development of students from economically disadvantaged families, and achieving educational equity and social justice.

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Research on Strategies for Improving the Mental Health Education Ability of Vocational Counselors

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Abstract: Counselors play a crucial role in students' mental health. With the increase of mental health problems in modern vocational college, counselors have become a key part of the student support system. They not only provide emotional support and psychological counseling but also promote the comprehensive development and well-being of students. However, in order to better fulfill this role, counselors' mental health education ability needs to be continuously improved. This article aims to explore the ways to improve the mental health education ability of vocational counselors to better meet the needs of students and promote their mental health and comprehensive development.
Key Words: Vocational Counselors, Mental Health Education, Strategies

1. THE MENTAL HEALTH EDUCATION ROLE OF VOCATIONAL COUNSELORS
2. **1.1 Responsibilities and roles of vocational counselors**
3. The responsibilities and roles of vocational counselors are extremely crucial. Their main responsibilities include ideological and theoretical education and value guidance, Party and League organization and class construction, construction of academic atmosphere, management of students' daily affairs, mental health education and counseling work, online ideological and political education, response to campus crisis events, career planning and employment and entrepreneurship guidance, etc. They provide all-round support and guidance for vocational students, including in academic, career, social and mental health aspects. vocational counselors play the roles of mentors, supporters and navigators in students' lives. Their work helps students achieve academic success, solve various problems, develop personal and professional skills. Vocational counselors' mission is to provide students with multi-faceted support and promote their comprehensive growth and development [1].

1.2 Reasons for the importance of counselors in mental health education
There are various reasons why counselors have an important position in mental health education, and the following are some of the main reasons.
In recent years, student mental health problems have been on the rise among vocational college students, such as anxiety and depression. Counselors can help students identify and deal with these problems early. For example, academic stress are closely related to mental health, affecting students' academic performance and quality of life. By providing mental health support, counselors can help improve students' academic success.
In college life, students may face a variety of emotional challenges, such as family problems and relationships. Counselors can provide emotional support to help students deal with these issues and reduce psychological stress.
Counselors can provide students with mental health knowledge and skills to help them to better manage their emotions, cope with stress, and improve their psychological well-being.
Counselors are able to educate about mental health and prevent mental health problems from arising, as well as identify and intervene in early stages of problems that have already arisen, which can help to stifle the escalation of problems. Therefore, the role of college counselors in mental health education is crucial as they are able to provide comprehensive support to students to help them cope with mental health challenges and improve their quality of life and academic success.

4. THE CURRENT MENTAL HEALTH EDUCATION ABILITY OF VOCATIONAL COUNSELORS

2.1 The current situation of mental health education ability of vocational counselors.

More and more studies have found that the mental health education ability of college counselors has shown a positive trend of improvement, and attention to students' mental health has become the core point of their work. Counselors are constantly improving their professional knowledge and skills in the field of mental health education. They actively track the latest research findings in the field of psychology and mental health to ensure that they are able to provide the most effective support and guidance to students. In addition, some counselors have attended mental health training and accreditation courses to enhance their professionalism to better meet students' needs. There is a general focus on teamwork and interdisciplinary collaboration among college counselors [2]. They work closely with other professionals on campus to promote mental health education and prevention. This collaboration helps provide multiple levels of support to meet the needs of diverse student populations. Counselors value the individual differences and diversity of students.

2.2 Current challenges and problems in the enhancement of counselors' competence in mental health education

Despite the positive progress in the training and enhancement of mental health education ability of counselors in college education, there are still some challenges and problems which need to be seriously addressed to improve the quality and effectiveness of mental health education.

One of the prominent issues is insufficient resources. Many tertiary institutions still face inadequate financial and human resources. Financial constraints may make it difficult for tertiary institutions to invest sufficient funds to support mental health projects and training programmes, while insufficient human resources may make it difficult for tertiary institutions to have a sufficient number and quality of counselors to meet the needs of students. This may lead to limited training opportunities for counselors, thus constraining their capacity enhancement in the field of

mental health education. the diversity and complexity of students' mental health needs increase the work pressure on counselors. Each student has unique needs and requires individualised support and guidance. the need for counselors to have more professional knowledge and skills to cope with a wide range of mental health issues places higher demands on them. the increase mental health issues also puts additional pressure on counselors. the surge in student mental health problems means that counselors need to deal with more crises, which requires a higher level of emergency and crisis management skills. Therefore, despite the increasing mental health education capacity of college counselors, insufficient financial and human resources, the psychologically diverse needs of students, increased stress, and assessment issues continue to be the main challenges faced today. These challenges can be better addressed and the quality and effectiveness of mental health education in colleges and universities can be improved through more resource investment, accumulation of expertise and improved assessment methods.

5. STRATEGIES TO ENHANCE THE MENTAL HEALTH EDUCATION CAPACITY OF COLLEGE COUNSELORS

3.1 Providing training and professional certification for counselors

Training and professional certification is a key strategy to enhance the mental health education competence of college counselors. This method ensures that counselors are able to effectively adapt to the mental health needs of students by providing ongoing opportunities to update and improve their professional knowledge and skills. Specific training includes quality courses on mental health in higher education, psychological intervention seminars, and skills training. These training programmes can help counselors to acquire specific professional knowledge and skills such as mental health assessment, crisis intervention and counselling skills. By obtaining relevant professional certifications counselors can demonstrate their professional knowledge and competence in the field of mental health. This not only helps to improve the professional

level of counselors, but also provides a higher level of mental health service guarantee for students.

3.2 Student-oriented personalised support

Providing student-oriented personalised support is one of the important strategies to enhance the mental health education capacity of college counselors. This strategy emphasizes that counselors should pay attention to the unique needs and circumstances of each student in mental health education and develop personalised support plans to meet the mental health needs of different students. Individualized support emphasizes that counselors develop an intimate relationship with students. By listening to and understanding students' personal experiences, problems and goals, counselors are better able to identify and address their mental health needs.

This closeness helps build trust and makes students more willing to seek help and share their problems. Individualized support allows support plans to be tailored to the student's specific situation. Different students may face different mental health issues, such as anxiety, depression, and academic stress. counselors can provide support according to students' needs, such as counselling, emotional management skills, and advice on study strategies. This helps to provide more targeted help and increase the effectiveness of the support.

3.3 Continuous feedback and assessment

Ongoing feedback and evaluation is a key strategy for improving the mental health education capacity of college counselors. This strategy emphasizes the ongoing collection, analysis and application of feedback data from students and counselors to continually improve training and support methods to ensure the delivery of high quality mental health services. Ongoing feedback can help counselors know students' needs and expectations. Firstly, by collecting feedback from students on a regular basis, counselors can understand how they feel and react to mental health education. This helps to adjust support strategies to better meet students' needs and increase their satisfaction and engagement. Secondly, assessing the capacity enhancement of counselors is crucial. By regularly assessing counselors' professional

knowledge, skills and performance, areas requiring further training and development can be identified. This can be done through appraisal, self-assessment and peer review to ensure that counselors maintain a high level of competence in mental health education. Thirdly, the quality and effectiveness of educational programmes can be assessed by analysing the mental health status of students, problem solving rates and improvements in academic performance. Continuous feedback and evaluation can also assess the effectiveness of mental health education programmes. This helps to adjust and improve educational strategies to enhance students' mental health. Evaluating the effectiveness of various strategies will help to continuously optimise training and support methods to adapt to the changing needs of mental health education in higher education and provide more effective support [3].

3.4 Innovative technologies and online resources

Innovative technology and online resources are one of the key strategies to enhance the mental health education capacity of college counselors. This strategy emphasizes the use of digital tools and online platforms to enhance counselors' professional knowledge and students' mental health support. Online resources provide students with access to mental health support anytime, anywhere. Students can get mental health advice, participate in online support groups, and even engage in remote counselling through apps. This ease of access helps to increase students' mental health awareness and willingness to proactively seek support. In addition, the utilisation of campus resources is crucial in promoting mental health education in higher education. With the advent of the digital age, campuses can provide easy access to support and information using technological tools such as online platforms, virtual counselling and mental health apps.

Recent data suggests that students are increasingly willing to access mental health support through these digital channels. Therefore, universities should make full use of these technological tools to provide students with online counselling, self-help tools and information resources so that they can access help and support anytime, anywhere.

Innovative technologies can also be used for mental health education and intervention. Virtual reality technologies, online psychological assessment tools and artificial intelligence systems can be used to simulate real-life scenarios, assess students' mental health and provide personalised interventions. This can help provide more comprehensive and personalised support to meet the diverse needs of students and promote their mental health and holistic development.

Through the combined use of the above strategies, the mental health education capacity of college counselors can be enhanced to better meet students' needs and promote their mental health and overall development. These strategies not only help to improve the professionalism of counselors, but also provide students with more comprehensive mental health support, which helps to shape a healthier, more positive and successful university life.

4. CONCLUSION

This paper delves into the key role of college counselors in mental health education, analyses the current situation of counselors' mental health education competence, and proposes strategies for improving counselors' mental health education competence. Strategies such as counsellor training and certification, interdisciplinary cooperation, student-oriented support, continuous feedback and assessment, technology application, and cooperation and resource integration will help college counselors to better meet the mental health needs of students and to promote their holistic development. Future research should continue to delve deeper into the implementation and effectiveness of different strategies in order to more comprehensively promote best practices in mental health education. In addition, university administrators and relevant policy makers should focus on this area and provide more support and resources to ensure that students receive quality mental health education.

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The Value and Challenges of Red Culture in Ideological and Political Education for University students under the Background of the New Era

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Abstract: In the context of the new era, red culture plays an important role in the ideological and political education of university student, the article discusses the value of red culture in ideological and political education, and at the same time analyses the current challenges such as a single mode of dissemination, the solidification of educational content, the form of the lack of attraction, etc. In response to these problems, the article puts forward a multifaceted innovative strategy, which are aimed at improving the effectiveness of red culture education and training ideal beliefs and values of university student.
Keywords: red culture; ideological and political education; university student; values; challenges.

1. CONNOTATION OF RED CULTURE

Red culture is the advanced culture formed by the Communist Party of China (CPC) in the practice of revolution, construction and reform, which contains the revolutionary spirit, fine traditions and values, and its core content covers patriotism, collectivism, heroism, etc., which embodies the nature and purpose of the CPC. Red culture, as an important part of the spirit of the Chinese nation, has distinctive characteristics of the times and deep historical heritage, which not only records the glorious history of the Communist Party of China in leading the people to carry out the revolution, construction and reform, but also unites the spiritual strength of the Chinese nation, and provides a strong spiritual impetus and cultural support for the construction of socialist modernisation [1].

2. THE VALUE OF RED CULTURE IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF UNIVERSITY STUDENT

2.1 Enhance the attractiveness and effectiveness of Ideological and Political Education

significantly enhance the attractiveness of ideRed culture, with its rich historical connotations and vivid revolutionary deeds, can ological and political education. By transforming abstract theoretical knowledge into vivid historical stories and real character images, red culture education makes ideological and political courses livelier and more interesting, effectively improving the learning interest and participation of university students. This educational method not only makes boring theories easy to understand and accept, but also stimulates students' desire for exploration and promotes their active learning. At the same time, the spiritual power and value pursuit contained in red culture can deeply touch the hearts of university students, trigger emotional resonance, and enhance the effectiveness of ideological and political education. By feeling the firm beliefs and selfless dedication of revolutionary predecessors, students are more likely to internalize these values and transform them into their own action guidelines. This dual educational effect based on emotions and cognition makes red culture a powerful tool to enhance the attractiveness and effectiveness of ideological and political education.

2.2 Cultivate university student' patriotic sentiment and ideal beliefs

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Red culture contains a wealth of patriotic education resources, such as the heroic deeds of revolutionary martyrs and major historical events. These are valuable materials for cultivating patriotism among university students. Through systematic learning of these resources, university students can effectively stimulate their patriotism and enhance their sense of identity and belonging to the motherland. After understanding the hardships and great achievements that the country has experienced, students can better understand the meaning of "without the Communist Party, there would be no New China", and thus enhance their loyalty to the Party and the country. In addition, the ideal beliefs and fighting spirit reflected in the red culture can guide university students to establish lofty ideals and strengthen their confidence and determination to achieve the great rejuvenation of the Chinese nation. By learning from the lifelong struggles of revolutionary predecessors for their ideals and beliefs, university students can clarify their life goals and cultivate the spirit of fearlessness and courage to take on responsibilities. the cultivation of these ideals and beliefs is not only beneficial for the personal growth of college students, but also cultivates builders and successors with firm political positions and noble character for the country.

2.3 Inherit and carry forward the excellent traditional Chinese culture

Red culture contains the spiritual core of the Chinese nation. Red culture education can help university students better understand and inherit excellent traditional Chinese culture, enhance cultural confidence. the values such as patriotism and collectivism reflected in red culture are integrated with the virtues of benevolence, integrity, and diligence in excellent traditional Chinese culture, forming a unique cultural charm that can attract university students to actively learn and inherit Chinese culture. In the process of learning red culture, university students can deeply understand the long history and broad and profound nature of Chinese culture, and recognize that the CPC is a faithful successor and promoter of excellent traditional Chinese culture. This recognition helps to cultivate university students' cultural consciousness and

cultural self-confidence, stimulate their enthusiasm for inheriting and innovating Chinese culture, and at the same time, through red culture education, university students can better understand the internal relationship between Chinese culture and socialist core values, so as to consciously inherit and promote excellent traditional Chinese culture in practice.

3. CHALLENGES FACED BY RED CULTURE IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF UNIVERSITY STUDENT

3.1 Single mode of dissemination

At present, the dissemination of red culture in the Ideological and Political Education of university student is still relatively single, mainly relying on the traditional classroom lectures and visits to red education bases and other forms, this single mode of dissemination is difficult to meet the diversified and personalised learning needs of contemporary university student, and it is easy to make the education process become boring and tedious. As the aborigines of the Internet era, university student are used to obtaining information through a variety of media, and the traditional way of communication is difficult to attract their attention and interest, and at the same time, the single way of communication also restricts the depth and breadth of the red culture education, and it is difficult to give full play to the advantages of the colourful educational resources of the red culture, in which case, the red culture education is easy to flow into form, and it is difficult to really touch the hearts of university student, which affects the realization of the educational effect. the life and interest of university student has become a major challenge at present [3].

3.2 Curing of educational content

The curing of red culture education content is another serious challenge. For a long time, the content of red culture education often focuses on some classic revolutionary historical events and people's deeds, although these contents have important educational significance, but the overly curing content selection easily leads to repetitive and monotonous education, in which case university student are prone to produce aesthetic fatigue and psychological

resistance, and reduce the enthusiasm for learning. In addition, the solidified educational content is difficult to keep pace with the times, and cannot reflect the development and changes of contemporary society and the spiritual connotation of the new era in a timely manner, which makes the red cultural education out of touch with the real life of university student, and the solidification of the content also restricts the depth and breadth of the red cultural education, and it is difficult to comprehensively show the rich connotation of the red culture and the contemporary value, so that it can not only inherit the classics but also keep pace with the times is an urgent problem to be solved.

3.3 Lack of attraction in education form

The current form of red culture education is generally lack of attraction, it is difficult to stimulate the interest of university student to learn and participate in the enthusiasm of the traditional forms of education such as classroom lectures, watching documentaries, etc. Although the classroom lectures, watching documentaries, etc. can convey knowledge, but it is difficult to meet the needs of contemporary university student on the interactive, participatory and experiential needs of the passive acceptance of the form of education is easy to make the students feel boring, it is difficult to produce a deep emotional resonance and value recognition. Lack of innovative forms of education is also difficult to make full use of modern technological means such as virtual reality, augmented reality and other technologies, can not provide students with immersive learning experience, in addition, a single form of education is also difficult to adapt to the individual needs of different students, can not be achieved according to the individual, these problems lead to the effect of the red culture education is greatly discounted, and it is difficult to achieve the goal of educating people.

3.4 Imperfect education evaluation system

The imperfection of the evaluation system of red culture education is another important challenge faced at present. the existing evaluation system often pays too much attention to the memorisation of knowledge and examination results, while neglecting the assessment of students' values, emotional attitudes and behavioural habits, and this evaluation method, which is mainly based on the teaching of knowledge, is difficult to comprehensively reflect the actual effect of red culture education, and is likely to lead to the utilitarianism and formalisation of the education process. the single and rigid evaluation indexes are difficult to adapt to the diversified characteristics of red culture education, and cannot effectively assess the performance of students in terms of emotional identity, value internalisation and practical application. the lack of scientific and systematic evaluation and feedback mechanism also makes it difficult for educators to adjust teaching strategies in a timely manner, which affects the continuous improvement of education quality, so how to build a scientific, comprehensive and effective evaluation system of red culture education has become a key challenge to improve the quality of education and realise the goal of human education.

4. THE APPLICATION STRATEGY OF INNOVATIVE RED CULTURE IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF UNIVERSITY STUDENT

4.1 Innovative education methods

4.1.1 Using modern technology to innovate education forms

In order to enhance the attraction and effect of red culture education can make full use of modern technology to innovate the form of education, for example, the use of virtual reality (VR) technology can provide students with an immersive experience of red culture, so that they seem to be in the revolutionary history scene, enhance sensory stimulation and emotional resonance. the use of augmented reality (AR) technology can superimpose historical information and virtual scenes in the real scene, so that red culture education is more vivid and interesting. In addition, educational games and interactive programs on the theme of red culture can be developed to improve students' participation and enthusiasm for learning through gamified learning.

4.1.2 Carry out experiential teaching

Experiential teaching can let students personally participate in red culture learning,

deepen the understanding and perception of red culture, can organise students to participate in red culture practice activities such as retracing the Long March Road, simulation of revolutionary meetings, etc., so that students can feel the hardship and greatness of the revolutionary forefathers in their personal experience [4]. You can also carry out red culture volunteer service, so that students in the service process of inheritance and carry forward the red spirit, through these practical activities students can turn book knowledge into practical action, better internalisation of the spiritual connotation of red culture.

4.2 Updating Educational Content

4.2.1 Digging deep into the contemporary value of red culture

To fully explore the contemporary value contained in the red culture, combine it with the current social development and student growth needs, for example, can be extracted from the red culture, such as the spirit of innovation, the spirit of struggle, solidarity and collaboration and other core qualities required by contemporary society, to help students internalise these values into their own code of conduct, while focusing on the discovery of humanistic care and moral values in the red culture to guide the students to establish a correct outlook on life and values.

4.2.2 Integrating contemporary elements to enhance the sense of the times in education content

In order to enhance the sense of the times and attractiveness of red culture education, contemporary elements can be integrated into the educational content, for example, advanced people and personal stories of the new era can be selected as educational materials to show the inheritance and development of the red spirit in the present day. It can also be combined with the current hot topics and social focus, guiding students to think and analyse from the perspective of red culture, and enhancing the practicality and relevance of the educational content.

4.3 Optimising forms of education

4.3.1 Make full use of new media technology to innovate communication methods

Make full use of new media technology to innovate the communication mode of red culture, you can use microblogging, WeChat public number, short video platform and other new media channels to disseminate red culture in a form that is pleasing to students. For example, short videos and animations on the theme of red culture can be produced, and WeChat small programs on the theme of red culture can be developed to attract students' active participation and dissemination, and at the same time, big data technology can be used to push out personalised red culture content according to the interests and needs of different student groups.

4.3.2 Carry out interactive teaching

Promoting interactive teaching mode can enhance students' participation and initiative, which requires the use of case teaching, contextual teaching, debates and other forms to encourage students to take the initiative to think and express themselves, for example, organising a debate on the theme of red culture, so that students can understand and interpret the red culture from different perspectives, and carrying out role-playing activities on the theme of red culture, so that students can put themselves in the position of experiencing the thoughts and feelings of the historical figures, with these interactive teaching methods to stimulate students' interest in learning and improve the teaching effect [5].

4.4 Improve the evaluation system

4.4.1 Establish a scientific evaluation index system

Build a comprehensive and scientific evaluation index system of red culture education, not only to assess students' knowledge mastery but also to pay attention to the changes in their values, emotional attitudes and behavioural habits. Evaluation indicators should include cognitive, emotional and behavioural dimensions, such as the degree of understanding of the red culture, the degree of recognition of the red spirit, the enthusiasm to participate in red cultural practice activities, etc., but also pay attention to the process of evaluation and development, pay attention to the progress and growth of students in the learning process.

4.4.2 Innovative evaluation methods

Innovative evaluation methods, the use of diversified and personalised evaluation means, can introduce peer evaluation, self-evaluation and other ways to encourage students to participate in the evaluation process, the use of

information technology means such as the establishment of an electronic file bag to record the performance and growth trajectory of students in the red culture learning. It can also adopt project assessment, results display and other ways to comprehensively evaluate the learning effect of students, to pay special attention to the feedback and application of the evaluation results, timely adjustment of teaching strategies, and continue to improve the quality of education.

Through the comprehensive use of the above strategies can effectively innovate the application of red culture in the Ideological and Political Education of university student, improve the attractiveness and effectiveness of education, so that the red culture can really become an important force to cultivate the ideals and beliefs of university student, patriotic sentiments and moral qualities.

5. CONCLUSIONS

Red culture is a valuable spiritual wealth, plays an important role in the ideological and political education of university student, in the face of the opportunities and challenges of the new era need to constantly innovate the content and methods of red culture education, enhance its attractiveness and infectious force, so as to make it an important way to cultivate the socialist builders and successors with the all-round development of morality, intelligence, physical fitness, aesthetics, and labour, and through the implementation of the innovative strategy of red culture will surely be in the ideological and political education of university student Through the implementation of innovative strategies, the red culture will certainly take on new vitality and vigour in the ideological and political education of university student, and make greater contributions to the cultivation of young talents in the new era.

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A Case Study of Ideological and Political Education in College English Teaching Based on Outcome-Based Education

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Abstract: The integration of the ideological and political elements into College English teaching is not only a hot research topic, but also a necessity of the *College English Teaching Guidelines* nowadays. This article discusses how to implement ideological and political education in College English teaching by using the basic principles of Outcome Based Education. A unit in College English is used as a specific example to illustrate how to strengthen the morality education among college students.
Key Words: College English teaching, ideological and political elements, integration

1. INTRODUCTION

College English is one of the compulsory courses for most of Chinese college students whose majors are not English major, so the coverage of college English teaching is very wide. What's more, many college students have to learn it for about one or two years to fulfill the requirements of graduation as it accounts for about 8 to 12 credits in most colleges, which means it is a course that lasts for a long time. the *College English Teaching Guidelines* (2020) clearly states that "College English teaching should be actively integrated into the ideological and political education system of the school curriculum, so as to play an important role in implementing the fundamental task of moral education and talent cultivation in higher education institutions. " What's more, it also makes it clear that "The socialist core values should be organically integrated into the content of college English teaching. " So how to integrate the ideological and political elements effectively in College English teaching becomes a challenge and hot topic.

2. LITERATURE REVIEW ON OUTCOME BASED EDUCATION

William Spady is often regarded by many as the world authority on Outcome based education (OBE) and he defines OBE as "clearly focusing and organizing everything in an educational system around what is essential for all students to be able to do successfully at the end of their learning experience. " (1994, p. 12) In contrast to traditional learning methods, whose primary focus is on the teaching and learning process, OBE is a learning approach that emphasizes the sustainability of the learning process in an innovative, interactive, and effective manner. OBE is a system of education giving priority to ends, purpose, accomplishments, and results. All decisions about the curriculum, assessment, and instruction are driven by the exit learning outcomes the students should display at the end of a program or a course.

According to Spady (1994), there are four principles for OBE, which are illustrated as follows:

2.1 Focus on Learning Outcomes (Clarity of Focus)

Educators should be made aware and conscious about the outcomes of education each student must manifest or demonstrate at the course level and that these outcomes at the classroom level are connected to the attainment of higher level outcomes. In addition, Spady (19944) stated that the results to be achieved must be clear before the learning process is carried out. This means that the results must be precise so that students can know what they want to achieve and can be understood by both educators and students.

2.2 Curriculum Design Based on Achievements (Design Down)

Achievement-based curriculum design means that educators design their curriculum and

learning plans based on their students' final results (Spady, 1994). Traditionally, the design of assessments for classes is done following a bottom-up approach. Educators would initially develop measures for micro learning tasks, and then proceed to develop the end-of-term tasks. In OBE context, it implements a top-down approach in designing and stating the outcomes of education (i. e., culminating ---enabling --- discrete outcomes). This process guarantees that all course assessments are constructively linked and aligned to the desired outcomes of the course/subject, and ultimately to the culminating outcomes of education (i. e., program/ institutional, and exit).

2.3 High Expectations

High expectations are the principle to increase the challenges faced by students (Spady, 1994). When students experience success, it can absolutely reinforce their learning, build their confidence and encourage them to accept further learning challenges. So one of the most important reasons for using OBE is that it can help the learners to do difficult things well.

2.4 Broad Opportunity (Expanded Opportunity)

Broad opportunities mean that educators give students more than one opportunity to learn essential things in showing learning outcomes (Spady, 1994).

What attracts educators' attention in OBE is that it can provide administrators with some level of control over the outcomes of education, and at the same time provide teachers with a large degree of freedom to select the content and methods through which they will help their students achieve those outcomes. In an OBE system, there are three major steps in instructional planning: deciding on the outcomes that students are to achieve, deciding how to assist students to achieve those outcomes (i. e., deciding on content and teaching strategies), and deciding how to determine when students have achieved the outcomes (i. e., deciding on assessment and reporting procedures).

The application of OBE in the ideological and political education is a hot research topic in China in the recent years. Take College English as an example, Kong Y. H & Xue H. P (2020) discusses how to explore the ideological and political elements in College English teaching in a general way. Lin Y. Y (2022) explore the ideological and political system of College English through integrating knowledge, ability and values from the aspects of in-depth mining of text and classroom task design etc. Based on OBE, which aims to help students establish a positive outlook on life, and realize the dual purpose of "shaping values" and "cultivating people". Liu D. L. & Liu C. P. (2023) reverse-designs the College English (3) based on OBE, and explores the integration of Curriculum Ideology and Politics elements into College English courses by adopting the Blending Teaching and Learning Approach to combine online and offline learning into a whole loop to offer a reference. Liu C. Y. & Jing L. L. (2023) adopt the bottom-up design to of OBE to incorporate moral education into College English course. GONG S. H. (2023) expounds the necessity of the ideological and political construction of college English Curriculum. Even though the above researches have made great contribution to the exploration in integrating ideological and political education in College English teaching, most of them are discussed in a more general way and a specific, detailed and reproducible example of a unit teaching is still in great need as it can well illustrate the whole procedure.

3. THE INTEGRATION OF IDEOLOGICAL AND POLITICAL ELEMENTS IN COLLEGE ENGLISH TEACHING BASED ON OBE

In order to specify the application of OBE in College English teaching, we take Unit 8 of *New College English: Integrated Course 2* as an example. the title of Unit 8 is Protecting Our Environment. Obviously, the aim of this unit is to improve people's awareness in protecting the environment and prompt us to take actions in reality so as to build a harmonious and beautiful society.

3.1 Leading in

Since the theme of the text is about the protection of the environment, we can first divide the students into small groups to discuss the relationship between nature and human beings. By discussion they may put forward answers like: "Man cannot exist without nature. " "Humans rely on the land, water, and air provided by nature. " "There is

close relationship between humans and nature. ".. etc. Based on these, the teacher can introduce the idea of harmony between man and nature, which is firmly believed and practiced by ancient Chinese. By doing so, the aim of promoting excellent Chinese culture in English will be achieved.

What's more, we can discuss the three stages of relationship between nature and human beings in details: 1) Dependence stage. Before the industrial revolution, human's unclear understanding of nature led to the reverence, worship, and dependence on nature. 2) Conquest stage. After the industrial revolution, due to the manufacturing of large-scale machinery, human beings have become more and more dependent on energy, so they seek and kill nature in an attempt to conquer nature. 3) Coordination stage. Since modern times, due to the arbitrary slaughter of nature by human beings, the destruction of nature has been caused. Nature has begun to retaliate against human life, and human beings have begun to coordinate the relationship between man and nature, and put forward the slogan of sustainable development. And Earth Day is also designed to improve awareness and appreciation for the Earth's environment.

3.2 Text Analysis

3.2.1 Skimming and scanning

The teacher can work with the students together to figure out the division of the text. Then ask students to scan Part 1 and find the examples to show that all life in the town live in harmony with its surroundings in the town: In spring: white clouds of bloom; green fields; in autumn: a blaze of color (set up by oak, maple and birch); foxes barking and deer crossing the field; in winter: countless birds coming to find food. the word "prosperous" can be used to describe this situation. And move on to discuss the results of the harmonious life in the town: the floods of migrants came to travel in spring and autumn. Others came to fish the stream. the first settlers raised their houses, sank their wells and built their barns. So we can see that a virtuous cycle was established in the town.

Based on the contents of the text, we can talk about the environment protection in China. In the recent years our country pays more and more attention to the protection of the environment and the General Secretary Xi Jinping put forward the idea of "Lucid waters and lush mountains are invaluable assets. " And the teacher can share some versions from the foreign media and official translation. By doing so, the students can learn so methods in translation and understand that there is more than one way in translation. A short video about Yucun of Zhejiang Province can be shown as it set the example of practicing "Lucid waters and lush mountains are invaluable assets". Furthermore, we can talk the 10-year fishing ban on key areas of the Yangtze River from 2020 and a 10-year fishing ban in Lake Tai started from October 1, 2020. And the students can be asked to collect the results of these measures and share their findings by upload them online.

3.2.2 Vocabulary Teaching

Vocabulary is one of the important contents in language teaching, so it is also a key field in applying ideological and political education. In Paragraph One, we have the word "prosperous". We can give the example like: "After the reform and opening-up, our country slowly becomes prosperous." Then discuss with students how hard it is to have achieved such great achievements and China can develop well with socialist system. As college students, what they should do to make our country greater and more prosperous is to roll up our sleeves to work harder. In Paragraph Four, we have the phrase, scores of. Then we can make up an instance like: "There are scores of volunteers during the fight against COVID-19." Work with students to discuss the reasons why we can succeed in fighting against COVID-19 and what measures the government and people did during it. Furthermore, guide students to understand the meaning of "This country is its people; the people are the country"

3.2.3 Constructing the Project

The second part of the text tells us the changes happened in the town: from being prosperous to "silence of animals and lifelessness of plants". Based on this, ask students to form different groups and do a research report about the current situation of some resource-exhausted cities. For these cities, they had their highlight because of the rich resources. But as the natural resources were explored and worn out, these cities had big challenges and problems in development. Ask students to

make a video and upload their research. By doing so, we can develop the students' abilities in analysis, writing and speaking. Furthermore, they can have a better understanding about the society and learn the lesson the protecting the environment is very important.

3.3 Homework

Homework is an effective way to strengthen the effect of ideological and political education. For this unit, the students are asked to form into different groups. Each group is asked to do about a presentation of the measures that the government has taken in protecting environment. the tasks of each class will be different. For example, the students in the first class can focus on the level of provinces and each group can do a presentation of the environment protection of a certain province. the students in the second class can focus on the level of cities and they can choose different cities for the improvement of the environment protection. the students in the third class will do a report about the environment protection in different counties. And the students in the fourth class can concentrate on the environment protection of the villages. the presentation includes the following contents: What measures has the government of different levels taken in protecting the environment? What are the results of these measures? What are the differences before and after the measures? And what can we learn?

Moreover, the students are asked to assess the homework from other groups and score for them. On the one hand, the students can have a deeper understanding about the environment as they can learn more knowledge about environment protection, which can broaden their horizon. On the other hand, they can get involved in the assessment of the course, which can give the students a feeling of satisfaction. the task of the presentation will make the students to reconsider the relationship between humans and the environment, as they can learn the measures in protecting the environment from different levels. At the same time, they will practice their abilities in analysis, management, writing and speaking.

4. CONCLUSION

The application of ideological and political education cannot be carried out in the traditional methods. As the teachers, we should combine the textbook and the current affairs related with ideological and political education in daily life. Thus the students can have a better understanding about the society. Meanwhile, the ideological and political education should be integrated into language teaching. the students are expected to improving their abilities in language skills to do different tasks of ideological and political education.

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Research and Practice on Teaching Paradigm of Architectural Construction and Reading Drawings Course Based on Classroom Revolution

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Abstract: *Architectural Construction and Reading Drawings* is a core course for the major of engineering cost estimation. the content of this paper is to study how to carry out course teaching and practice based on the combination of morality and skills, and the integration of job requirements, course content, and certification. the specific measures for course construction and practice are mainly based on the reform of "three teaching" to solve the problems of weak ability to educate people, insufficient temperature of course content, and single teaching methods.

Key words: Course ideology and politics Post course competition certificate

1. COURSE INTRODUCTION

Building Construction and Drawing Recognition "is a fundamental course for engineering cost in the national key construction major and the high-level intelligent construction professional group in Shandong Province. It includes courses such as" Building Engineering Drawing "and" Building Materials ", as well as subsequent courses such as" Building Construction Technology "and" Building Engineering Measurement and Pricing ".

This course implements the fundamental task of cultivating morality and talents, condenses course objectives based on the needs of enterprise positions, and cultivates students' mastery of the basic principles of building construction and basic knowledge of architectural drawing; Ability to understand building construction plans, correctly read and proficiently draw construction drawings for small and medium-sized projects, and solve practical engineering problems; Establish a sense of labor, explore innovative thinking, cultivate patriotism, enhance professional ethics, and enable them to grow into high-quality technical and skilled talents in the construction industry who are knowledgeable in principles, structures, good at reading drawings, and proficient in drawing.

Focusing on the new development model of digitalization (BIM) and industrialization (prefabricated) in the construction industry, based on the development of serving the hometown of architecture, comparing the professional abilities of cost engineers, construction engineers, and building information modeling technicians, aligning with the professional qualification examination standards for cost engineers and construction engineers, and combining with the requirements of the 1+X Building Engineering Drawing Recognition, Building Information Modeling Vocational Skills Standards, and the "Building Engineering Drawing Recognition" competition in vocational colleges, the school and enterprise jointly designed teaching content, integrating ten projects into four modules: initial understanding of building construction structure, understanding of building construction details, approaching building construction drawings, and reading building construction drawings.

Combining the characteristics of the discipline and the specialty of engineering cost, condense the ideological and political mainline of "skilled craftsmen in their hearts, products, and actions". Taking the actual construction project of integrating industry and education as the carrier, timely integrating

ideological and political elements such as green energy conservation and craftsmanship spirit, and timely reflecting new technologies, processes, and standards in the industry; By setting up mapping and drawing tasks, solidify the foundation of architectural mapping and BIM modeling skills.

2. THE CONNOTATION AND SIGNIFICANCE OF VOCATIONAL EDUCATION CLASSROOM REVOLUTION

Classroom revolution is to implement the new requirements of vocational education in the new era the "aorta". the Report of the 19th National Congress of the Communist Party of China is special for the new era. Vocational education proposed to deepen the reform of vocational education and strengthen new requirements such as the integration of education and information technology. Classroom work as an important part of education and teaching, it is responsible for the reform of vocational education the heavy responsibility. From the perspective of the strategic position of the classroom, the classroom remains unchanged, teaching education will not change, education will not change, students will not change; From the classroom now from the point of view of the real problem, the classroom does not change, the model of education will not change, education the model does not change, the specification of education will not change.

Classroom revolution is the realization of personnel training to meet the needs of society the "main front. " What employers need in today's society is not only have a single specialty skill talent, but are more inclined to both have a certain professional foundation, but also have a strong cross-career ability the combination of power, self-learning ability, innovation ability and team spirit type talents, however most vocational graduates show skills there is a certain gap between the technical skills and the actual needs of the position. Classroom action the core area of talent cultivation must emphasize the cultivation of students' community, the ability to adapt and develop sustainably.

Classroom revolution is to promote the professional ability of higher vocational teachers the "main way". Whether the classroom of higher vocational colleges can realize the "link between post and class", determines the adaptability of personnel training, the current vocational teachers to adapt the ability of higher vocational classes is generally insufficient. Teacher ability improvement
is the key to the classroom revolution, and the classroom revolution is also forced teachers the "main way" of growth, vocational teachers should not only have theoretical knowledge, also have practical skills, and even have the ability and skills of industry training the ability of technical research and development, teachers should have good ethics, teaching learning skills, information literacy and structured and innovative teaching teams, These skills need to be developed and enhanced in the classroom revolution.

3. RESEARCH BACKGROUND

In January 2019, the State Council issued the "Implementation Plan for National Vocational Education Reform", which requires the launch of the 1+X certificate system pilot work, encouraging vocational college students to actively obtain multiple types of vocational skill level certificates while obtaining academic certificates, and consolidating the foundation of sustainable development. This measure aims to cultivate high-quality workers and technical skilled talents, providing high-quality talent resources support for promoting economic and social development and enhancing national competitiveness.

In May 2020, the Ministry of Education issued the "Guidelines for the Construction of Ideological and Political Education in Higher Education Curriculum". the outline points out that all universities, teachers, and courses should take on the responsibility of educating students, guard a good channel, and cultivate a good field of responsibility, so that various courses and ideological and political courses can go hand in hand, unify explicit and implicit education, form a synergistic effect, and build a comprehensive and all-round education pattern for all staff.

In April 2021, the National Vocational Education Conference was held in Beijing. the meeting pointed out that vocational education should adhere to the cultivation of moral

character, deepen the reform of the "three educations", comprehensively educate students through "job, course, competition and certification", and improve the quality of education.

4. THE MAIN APPROACH OF THIS TEACHING PARADIGM

4.1 Basic ideas

On the basis of analyzing the learning situation, this course implements the "Three Education" reform to achieve the integration of moral and intellectual education, as well as the integration of curriculum and certification.

4.2 Implementation process and practices

4.2.1Teacher team: Enhancing ideological and political literacy, improving the level of teaching staff

One is to make full use of platforms such as Study Strong Nation and Lighthouse Online, as well as themed party day activities, to learn from exemplary deeds, listen to on campus party classes, and stimulate one's own awareness of moral education; Secondly, actively accepting specialized training and participating in teaching competitions to enhance moral education abilities; Thirdly, regular course discussions and ideological and political sharing activities are held to exchange experiences in ideological and political education; Fourthly, actively participate in teacher training such as 1+X certification and informatization, and improve the integration level of courses and certificates.

4.2.2Curriculum construction: combining moral and intellectual education, integrating courses and certificates for implementation

Based on the talent cultivation plan and industry enterprise research results, determine the corresponding job professional abilities and qualities for this course, refine the ideological and political teaching objectives of the course, explore the ideological and political elements of the course, and build rich ideological and political resources. Through timely, moderate, and appropriate integration of ideological and political elements, improve the course ideological and political teaching process of "consciousness cultivation-essential understanding-essential application", and achieve a win-win situation of "intellectual education" and "moral education". Fully implement the "1+X" certificate system,

with ability cultivation as the core, projects as the carrier, and work processes as the main line. Referring to the evaluation outline of the intermediate level of architectural engineering drawing recognition and BIM primary vocational skill level certificate, integrate relevant basic knowledge and skills into the curriculum, construct a content system of "drawing recognition+BIM+construction", and create a learning space of "online learning+offline learning+skill specialization", thereby improving teaching quality and achieving mutual benefit and win-win between curriculum teaching and BIM evaluation. At the same time, relying on skill competitions, we will promote the steady improvement of "X" skills.

4.2.3Classroom teaching: leveraging information technology and implementing blended learning

This course adopts the teaching mode of "MOOC+flipped classroom", utilizing information technology to implement teaching through various methods such as self-directed learning, lectures, group discussions, task driven, and on-site teaching.

Taking "the scale of stairs" as an example of architectural construction:

Before class:Task assignment-Each student measures the staircase scale of their own residence or nearby buildings, and uploads the measurement process and results to the course group. Through pre class perception and experience, as well as learning task sheets and self-study of micro courses published on online course platforms;

In class:The teacher uses articles such as the "Unified Standard for Civil Building Design" and the "Residential Design Specification" to illustrate the requirements of various scales, highlighting key points and breaking through difficulties, and timely integrating ideological and political elements such as "technological innovation, helping the elderly and loving the elderly" and "non occupation of life passages". Using floor plan and section drawings as carriers, the teacher consolidates the requirements of various scales of stairs by reading the drawings, while training X (Building Engineering Drawing Recognition) certificate skill points. Finally, with the help of BIM 3D models, the teacher deepens understanding and solidifies the foundation of

X (BIM Junior) modeling.

After class:The teacher guides students to actively participate in topic discussions on online forums and express their views on current affairs hot topics. Relying on the "Practice and Construction" club to carry out extracurricular activities, students are encouraged to enter nursing homes and act as young volunteers, combining knowledge with action, showcasing the charm of contemporary college students.

Taking "Reading the Floor Plan of a Certain Engineering Building" as an Example:

Before class: Assign tasks - distribute a drawing guidance task book through the online course platform, divide into groups to read the construction drawings of the practical base of Zibo Vocational College and prepare to share them in class. Record the difficult problems in the reading process, and the teacher reviews the submitted reading records to grasp the learning situation.

In class: Organize students to conduct on-site visits and inspections, select two groups of students to share and showcase, evaluate and correct by the teacher, and guide students to establish a sense of standardization; Using animation and BIM 3D models to solve the key and difficult points of reading architectural floor plans.

After class: With the support of the "Practice Construction" club, a second classroom will be held to organize CAD drawing and BIM modeling competitions. On the basis of proficient drawing recognition, the foundation of X certificate (Construction Engineering Drawing Recognition, BIM) will be strengthened. By prioritizing excellence, cultivate students' positive and enterprising learning attitude.

4.2.4Assessment and evaluation: Reflecting the integration of courses and certificates, testing the effectiveness of education

Adopting a combination of process assessment and summative assessment, integrating course content with 1+X skills, and combining professional knowledge with ideological and political literacy. Among them, course content accounts for 60%, 1+X skills account for 20%, and ideological and political literacy accounts for 20%.

5. THE PROBLEMS SOLVED BY THIS TEACHING PARADIGM

5.1 Solved the problem of weak teacher education ability and low BIM level

Teachers are key to comprehensively promoting the construction of ideological and political education in the curriculum and implementing the 1+X certificate system. This teaching paradigm strengthens teachers' awareness of moral education, enhances the level of 1+X certificate teachers, and builds a strong "main force" of the teaching staff.

5.2 Solved the problems of insufficient temperature in course content and insufficient integration of course certificates

Professional courses are the basic carrier of ideological and political education in courses, and the integration of courses and certificates is the fundamental guarantee for implementing the 1+X certificate system. This teaching paradigm integrates course content by exploring ideological and political elements, breaking down 1+X certificate skill points, and focusing on the "main battlefield" of course construction.

5.3 Solved the problem of single teaching methods and insufficient teaching tools in the course

Teaching methods and means are important guarantees for achieving the training objectives of the curriculum. This teaching paradigm utilizes information technology teaching platforms and BIM modeling technology, employing various teaching methods and means to solidify the "main channel" of classroom teaching.

6. CONCLUSION

Through long-term teaching practice, this course strengthens the moral awareness of teachers and improves the teaching level; Curriculum construction excavates ideological and political resources with height, depth and temperature, and achieves 1+X curriculum certificate accommodation; Classroom teaching changed from "dry preaching" to "hot teaching".

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ACADEMIC PUBLISHING HOUSE

The Practice and Thinking of Scientific Education in the Management and Talent Training of Students in Higher Vocational Colleges

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Abstract: In today's society, the field of education is facing unprecedented changes and challenges. With the rapid development of science and technology and the deepening of globalization, education modernization has become an important topic of education reform. Scientific education is the only way to modernize education, and it is the key to promoting the continuous development of education, which is of great practical and long-term significance. This paper will expound the connotation, characteristics and path of scientific education, analyze the application of scientific education in student management and talent training in higher vocational colleges and the role of counselors in it, aiming to discuss the importance and necessity of scientific education to education modernization and provide reference for cultivating high-quality skilled talents to meet the needs of the times.
Keywords: Scientific Education; Modern Education; Vocational Colleges; Student Management; Talent Training; Counsellor

1. INTRODUCTION

Scientific education refers to the process of reconstructing the mode of educational activities, organizational form and teaching environment under the guidance of scientific theories and methods, according to the laws of human understanding and social practice, and with the goal of cultivating students' scientific literacy and innovation ability. It is an effective way to study and practice education with a scientific attitude and method, aiming to promote the all-round development of students, improve the level of education, and realize the modernization of education.

2. THE CONNOTATION AND CHARACTERISTICS OF SCIENTIFIC EDUCATION

Scientific education emphasizes the use of scientific theories, methods and techniques to optimize the educational process and improve the educational effect. Its characteristics include systematic, innovative, and open-minded. the connotation of scientific education not only includes scientific educational decision-making, but also involves many aspects such as teaching process, evaluation mechanism, and teacher team construction. It requires educators to deeply understand the essence of education, use scientific research methods, and constantly explore and innovate education models.

2.1 The connotation of scientific education

Scientific education requires that educational decision-making be based on the results of scientific research, pay attention to the individual differences and needs of students, and respect the subjective status of students. Scientific education emphasizes the individualization and differentiation of education, and believes that each student has his or her own unique learning style and potential. Therefore, educators need to understand the individual needs of students through scientific assessment tools and formulate teaching plans that meet the characteristics of students.

2.2 Characteristics of scientific education

2.2.1 Systematic: the systematic construction of scientific education involves multiple dimensions and levels, and education is regarded as a complex system, and the interrelationship between various elements

such as educational objectives, teaching content, teaching methods, and educational evaluation should be considered comprehensively and comprehensively to ensure the integrity and effectiveness of the educational process.

2.2.2 Innovation: the innovation of scientific education mainly includes the reform of subject teaching objectives, the update of subject teaching content, and the reform of subject teaching methods and organizational forms. Teachers and students are encouraged to be brave in innovation, more thinking, and more practice in the teaching process, so as to realize the cultivation of students' scientific thinking and practical ability, stimulate students' innovative spirit and desire to explore, and diversify education.

2.2.3Openness: the openness of scientific education is not only reflected in the selection of educational content, but also in the organization and implementation of the educational process. Specifically, the openness of science-based education aims to provide students with more choices and opportunities to explore and learn in different learning environments, thereby cultivating their ability to innovate and solve problems. In addition, this openness is reflected in the interaction between teachers and students, as well as in the inclusion of geography and knowledge, where teachers are encouraged to adopt diverse teaching methods and students are encouraged to take initiative and actively participate in the learning process. Educational resources and content should also be widely accessible and adaptable, helping to expose students to a wider range of knowledge and experiences that promote their holistic development.

3. THE PATH OF SCIENTIFIC EDUCATION TO PROMOTE THE CULTIVATION OF INNOVATIVE TALENTS

3.1 Strengthen the construction of the teaching team

Teachers are the backbone of education, and the implementation of science education requires a team of teachers with high quality and professional ability, and teacher training should be strengthened.

3.2 Improve educational evaluation mechanisms

The education sector should establish and improve the teacher training and evaluation mechanism, strengthen teacher education and professional development, improve the overall quality and teaching level of teachers, encourage teachers to carry out teaching innovation and scientific research activities, and continuously improve teachers' professional ability and education and teaching level.

3.3 Promote the informatization of education

Scientific education needs the support of modern scientific and technological means, and educational informatization is an important aspect of it. the education department should actively promote the construction of educational informatization, build a multimedia teaching environment and network teaching platform, promote advanced educational technology and educational application software, provide students with more abundant and convenient teaching resources and interactive learning platforms, and promote the modernization and personalization of classroom teaching.

3.4 Create an atmosphere of scientific education

Scientific education needs the support of a good social atmosphere, and the education department should strengthen social publicity and educational publicity, and advocate academic innovation and educational innovation. Strengthen the construction of campus culture, create an educational atmosphere of respecting teachers and teaching, respecting students, and advocating science and culture, so as to promote the overall quality of society and the all-round development of people.

3.5 Innovate in the form of education

It can take a variety of classroom communication and after-class practical activities, more interaction and expansion in the classroom, and more hands-on and more understanding in the spare time, so that students can really apply theory to practice, rather than being limited to the study of textbooks.

4. THE APPLICATION OF SCIENTIFIC EDUCATION IN THE MANAGEMENT

OF HIGHER VOCATIONAL STUDENTS

4.1 Improve the quality of teaching

Guided by scientific educational principles and methods, scientific education continuously optimizes the education and teaching links and education management system, and effectively improves the teaching quality and management level of education. It focuses on cultivating students' lifelong learning ability and independent development ability, stimulating students' interest in learning and learning motivation, promoting students' all-round development, and enabling students to better adapt to social needs and future development.

4.2 Promote the individualized growth of students

Scientific education emphasizes teaching students according to their aptitude, and implements targeted and differentiated teaching by understanding students' individual knowledge reserves, ability structure, interest directions and other characteristics. This helps to ensure that the individualized growth of students is implemented, improves students' motivation to learn, and promotes student development.

4.3 Cultivating innovative talents

Scientific education focuses on cultivating students' innovation ability and entrepreneurial spirit, encourages students to make breakthroughs in thinking and practical ability, cultivates a group of forward-looking, innovative and creative talents, and does a good job in promoting the development of innovative science and technology in society.

4.4 Strengthen school-enterprise cooperation

Through school-enterprise collaboration to solve technical problems and serve the innovation and development of enterprises, teachers and students have the opportunity to visit and learn from enterprises, which can not only improve teachers' own practical ability and technological innovation ability, but also deepen students' understanding and research of professional theories, and promote the development of their own professional skills. At the same time, this cooperation model can also mobilize enterprises to deeply participate in the school's professional planning and curriculum setting, form a professional chain and talent chain that closely connect the industrial chain and innovation chain, improve the professional skill level and hands-on ability of students, and also reduce the pressure of employment competition for students after graduation.

4.5 Optimize teaching management

Scientific education focuses on the application of scientific theories in teaching management, understands the psychological changes of teachers and students in the teaching process, and strives to meet their reasonable psychological needs, and attaches great importance to students' mental health education. Through the help of relevant science and technology, we can further understand the physical and mental conditions of students and make more timely adjustments. At the same time, they can also have a better grasp of students' course performance and mutual communication, so as to carry out relevant methods and methods.

4.6 Promote the modernization of education

Scientific education is the only way to modernize education, it is the key to promote the continuous development of education, scientific education is supported by modern scientific and technological means, promotes the informatization, intelligence and digitization of digital education, promotes the sharing and optimal allocation of educational resources, builds a more open, inclusive and diversified education pattern, and promotes the modernization process of education.

5. THE ROLE AND ROLE OF COUNSELORS IN SCIENTIFIC EDUCATION

The role and role of counselors in scientific education are multifaceted, they are not only the main force of students' ideological and political education, but also the guide of students' academic and career planning, the provider of daily management services, and the supporter of students' mental health. They need to continuously improve their professional quality through continuous professional learning and practice to better meet the requirements of scientific education. In addition, it is also necessary to guide college students to establish firm beliefs and ideals, and enhance students' confidence and trust.

6. CONCLUSIONS

Scientific education is the only way to modernize education, and it is the key to promoting the continuous development of education, which is of great practical and long-term significance. In order to achieve scientific education, we need to have the support and guarantee of the high quality of teachers, the quality of educational resources, the promotion of educational informatization and the creation of social atmosphere, and I believe that in the near future, scientific education will definitely promote the country's economic and social development and scientific and technological progress, cultivate a group of outstanding talents and innovative teams, and make more positive contributions.

The implementation of scientific education needs to follow scientific educational principles and methods, based on the physical and mental development characteristics, learning rules and cognitive ability of students, pay attention to cultivating students' thinking quality and practical ability, and strive to create an educational environment conducive to students' growth and development, and promote students' lifelong learning and independent development. the goal of scientific education is to cultivate talents with modern scientific literacy, critical thinking and innovation ability, and to contribute to the country's economic and social development and scientific and technological progress.

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Problems and Solutions of College English Course Teaching in Undergraduate Vocational Colleges

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Abstract: With the increase in the number of undergraduate vocational colleges, obstacles in teaching college English course emerge, and students' performance in college English study presents commonality. As for solving these problems, the academic community has not yet reached a consensus. Hence, the improvement of teaching effectiveness is limited. This paper adopts induction and citation to analyze the obstacles in teaching and students' barriers on college English study in undergraduate vocational colleges. In addition, it probes into the unified textbooks and logical period arrangement. Research shows that only by analyzing the problem from multiple perspectives can solutions and measures be found.
Key words: College English Course; College English Teaching; Undergraduate Vocational College

1. INTRODUCTION.

In June 2014, the State Council issued the Decision on Accelerating the Development of Modern Vocational Education, proposing innovative development of higher vocational education and exploration on the development of undergraduate vocational colleges. China strives for the establishment of a sound curriculum linkage system, comprehensive implementation of quality education, scientific and reasonable course setting, and integration of professional ethics and humanistic literacy education throughout the entire training process [1]. College English is an indispensable part of humanistic literacy courses in undergraduate vocational colleges. How to better serve the teaching work in higher vocational education has attracted widespread attention of many researchers and teachers of college English courses.
Guo Weiping published *Problems and Countermeasures Faced by English Teaching in Higher Vocational Colleges*, elaborating on the problems faced by English teaching in higher vocational colleges, and proposing countermeasures and suggestions based on six major issues [2].
Cheng Mengmeng and Wu Sha found four problems in English teaching and learning in higher vocational education and put forward corresponding suggestions in their paper-*Discovery and Suggestions on English Teaching and Learning in Higher Vocational Education: Based on the Current Situation and Demand Survey of English Ability Assessment in Higher Vocational Colleges [*3].
Li Jing and Wan Lu proposed in their *Research on the Reform of English Teaching in Undergraduate Vocational Colleges Under the Background of MOOCs* that combining traditional teaching with MOOCs can enhance students' comprehensive English expression and communication skills, and innovate classroom teaching models [4].
Huang Siying analyzed the problems and current situation of specialized English teaching in *Exploration of Specialized English Teaching Mode for Undergraduate Vocational Colleges under the Background of Informatization*, and explored the applied value of information technology in specialized English teaching [5].
Guo Jun published *A Preliminary Discussion on the Construction of the 'Trinity' English Teaching Model in Undergraduate Vocational Colleges*, analyzing the problems and reasons for the English curriculum teaching in vocational undergraduate colleges. the conclusion is that undergraduate vocational colleges should construct the 'Trinity' teaching model and return to the core concept of English teaching based on ability [6].
Numerous scholars have devoted themselves

to the research and exploration of college English courses in undergraduate vocational colleges, focusing on solving the problems in education and teaching. They have achieved significant success in many fields, laying a solid foundation for the research of this topic.

2. PROBLEMS IN THE TEACHING OF COLLEGE ENGLISH COURSES IN UNDERGRADUATE VOCATIONAL COLLEGES

There are many problems in college English courses in undergraduate vocational colleges. It should be noted that the current status is not caused by one or two factors. Due to various reasons, college English teaching is inefficient.

2.1 The source of students enrolling at a college is diverse and complex.

Undergraduate vocational colleges enroll new students from many provinces and cities and students in different areas do different papers to enter into the same college with different marks. It happens that students' proficiency in English vary greatly in the same class, which will cause a lot of trouble in teaching.

Besides, people have bias against undergraduate vocational colleges, so the cutoff score might be lower than ordinary universities. Part of students have no alternative but to give up their preference to ordinary universities. Therefore, resistance to school and courses spread. the overall quality of students vary greatly, let alone English marks.

2.2 Traditional teaching mode lags behind.

Traditional teaching mode that teachers predominate over students dominates in many undergraduate vocational colleges. Considering students' levels, teachers employ traditional teaching procedures as " leading-in(revision), new knowledge, consolidation, summary and assignment". It deprives students' dominance in English study and the rigid grammar and key points are instilled into students' minds, all of which cause the dull atmosphere in class.

Students seldom volunteer to answer questions, pose queries or join in the discussion. There is little interaction between teachers and students. Students listening and speaking abilities are gradually declining.

2.3 Inconsistent textbooks make assessment difficult.

It is common that departments in the same undergraduate vocational college may use different textbooks. When it comes to the assessment, it becomes a hot potato. How to find the balance among different textbooks and papers is a challenge.

Is it feasible to unify the test questions? Is the separation of teaching and examination realistic. Many other problems arise accordingly.

2.4 Unreasonable setting of semester hours.

Some departments only study English for one year, but others may study for two years or more. If it happens in the same undergraduate vocational college, what's the base of the discrepancy.

3. STRATEGIES FOR SOLVING THE TEACHING ISSUES OF COLLEGE ENGLISH COURSES IN UNDERGRADUATE VOCATIONAL COLLEGES

3.1 Hierarchical teaching.

First, divide students into groups based on English scores and abilities. And then set different teaching objectives for them. On the basis of complete analysis of students' capacity, teacher adopts corresponding teaching methods, and set different assessment standards. In given period, students finish different tasks that suit individual capacity. Same period ensures the progress the teaching steps and avoids the chaos in class. Students may learn form others in different groups as well.

Hierarchical teaching will enhance students' confidence and it reflects the principle of teaching students according to their aptitude. the atmosphere will be active with students dominating the class.

3.2 Transform the teaching mode.

Traditional teaching method is not applicable to university classrooms. Undergraduate vocational colleges students don't necessarily handle entrance exams in the future, so the demand for test taking ability is not urgent. What they need practice is their comprehensive ability, especially their listening and speaking.

Role reversal and presentation are two practical ways to perform instructions. Group work and hierarchical teaching make them possible.

Modern techniques help increase fun in learning. Teachers can download updating database or background information of certain topics before the class. the knowledge is simply on the book, and students can learn in video clips, pictures, sounds and etc.

3.3 Implement the separation of teaching and examination and optimize the examination structure.

Due to different textbooks in the same undergraduate vocational colleges, to implement the separation of teaching and examination is imperative in such a circumstance. It is unfair to set exams according to one textbook. However, features of college English course allows that students who are learning varied textbooks take same exams.

Furthermore, the final marks of college English course in undergraduate vocational colleges consists of daily performance. Setting an appropriate ratio between daily performance and paper marks is advisable to optimize the examination structure.

3.4 Set studying period by majors.

As regard to characteristics of different majors, studying period should be consistent with curriculum standards and cultivation plan. Even students come from different sources, their course setting should be roughly consistent. Teachers can communicate with dean's office and together make a reasonable studying period.

4. CONCLUSION.

The paper collects the real profile and actual course teaching mode of college English courses, analyzes the problems in college English course teaching from four aspects. And according to each aspect, the author presents corresponding solution and measures. It also provides curriculum reform ideas and models for the implementation of college English courses in undergraduate vocational colleges.

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Sustainable Development Strategies for the Confucian Cultural Industry in Jining

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Abstract: In today's world, the integration of culture and economy has become increasingly significant, and the economic value of culture is increasingly recognized. Jining City, one of the earliest cities to develop tourism in China, now faces challenges to its traditional tourism model. Despite its strong foundation in Confucian culture, Jining's transition from a tourism city to a strong cultural industry city has not been smooth. This paper focuses on the Confucian cultural industry in Jining and provides research strategies for its sustainable development from the perspective of sustainability. the discussion covers three angles: increasing the emphasis on the Confucian cultural industry, strengthening the construction of Confucian cultural brands with cultural creativity as the core, and continuously cultivating and introducing high-end talents.
Keywords: Confucian culture; Confucian cultural industry; Jining cultural industry

1. INTRODUCTION

The Confucian cultural industry refers to the industry that exploits Confucian culture as a resource, fully taps its intrinsic economic value, produces and provides spiritual and cultural products and services to meet people's spiritual needs. Jining, as the birthplace of Confucian culture, boasts a profound cultural heritage. In November 2013, General Secretary Xi Jinping inspected Jining and proposed to promote the excellent traditional Chinese culture represented by Confucian culture. In December 2015, the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone was established. As a cultural site in China, Jining undoubtedly has profound cultural and social influence. However, despite being supported by strong Confucian cultural resources, Jining has not yet developed into a city with a powerful cultural industry. In the context of the country vigorously promoting traditional culture, formulating feasible sustainable development strategies is crucial for Jining's transition from a tourism city to a strong cultural industry city.

2. INCREASING THE EMPHASIS ON THE DEVELOPMENT OF THE CONFUCIAN CULTURAL INDUSTRY

Qufu, which belongs to Jining, is the hometown of Confucius, the Sage of Highest Virtue, and is one of the first cultural cities in China and one of the earliest cities to develop cultural tourism. However, the degree of industrialization of cultural resources in Qufu is not high. A few years ago, Qufu's traditional tourism model might have been competitive in the tourism market due to its rich cultural heritage. However, with the continuous promotion of the all-for-one tourism model and the full integration of the "tourism+industry" format, tourists increasingly emphasize experiential tourism today, and the single tourism model no longer has any competitive advantage. Increasing the emphasis on the Confucian cultural industry not only greatly supports the promotion of Confucian culture but also significantly promotes regional economic growth and the development of related industries.

The development of Confucian culture is not just a matter for Qufu or Jining; the thoughts and philosophies contained in Confucian culture are the wealth of all mankind. Therefore, we must clearly recognize that the development of the Confucian cultural industry should have an international perspective. Market positioning, product positioning, supporting service construction, and even urban construction should all have a global perspective and cannot be limited to considering the value orientations of Shandong people or Chinese people. Tourists and people of all ethnic groups from around

the world are the target audience.

The development of the Confucian cultural industry should be based in Jining but have a global perspective. It is necessary to actively develop existing cultural resources and continuously expand ideas for global development, truly making the Confucian cultural brand enter the international market and making Jining a world-class city.

3. STRENGTHENING THE CONSTRUCTION OF CONFUCIAN CULTURAL INDUSTRY BRANDS WITH CULTURAL CREATIVITY AS THE CORE

Brand building is a necessary factor in the formation of the core competitiveness of the cultural industry. Successfully building a cultural brand can achieve twice the result with half the effort during the development of a cultural industry. A cultural brand reflects the spiritual influence of a culture and is the core competitiveness of the cultural industry. Cultural creativity is the essence of an excellent cultural brand. the development of the Confucian cultural industry in Jining should establish a strong brand awareness, take creativity as the core, and build brand core competitiveness.

Confucian culture is rich in content and profound. As long as it is deeply explored, it can provide a continuous resource base for cultural creativity: Confucian-related residences, ancestral halls, costumes, books, etc., provide solid resources for creative development; the philosophical theories, values, political ideas, and educational concepts projected by Confucian culture provide ideological guidance for the development of cultural creativity; the Confucian school has produced many talented people, such as Confucius, Mencius, and the 72 disciples of Confucius, who either established the profound Confucian theory or left stories of benevolence and filial piety that have been recited for thousands of years. These specific characters also provide expansion material for cultural creativity.

Currently, the Confucian cultural industry in Jining focuses on building the Confucius cultural brand, such as the annual International Confucius Cultural Festival, Confucius calligraphy and painting industry, Confucius

cultural tourism, museum exhibitions, performances, etc. To integrate existing cultural projects innovatively and build an industrial chain integrating Confucius cultural creativity, production, service, and sales, besides meeting the overall requirements of building the Confucius cultural brand, each part should adjust its structure through cultural creativity, enhance vitality, and optimize the allocation of cultural resources to achieve an improvement in the competitiveness of the Confucius cultural brand.

Confucian culture is a cultural element rooted in China and facing the world. Under the general trend of global cultural industry development, Confucian culture will surely become a source of power for cultural creativity with its rich spiritual connotations and unique cultural characteristics, providing core competitiveness for the building of the Confucian cultural industry brand.

4. THE SUSTAINABLE DEVELOPMENT OF THE CONFUCIAN CULTURAL INDUSTRY CANNOT BE SEPARATED FROM TALENT CULTIVATION

Professor Yin Hong from the School of Journalism and Communication at Tsinghua University believes that the cultural industry, as an interdisciplinary subject, has particularities compared with other disciplines. In terms of its basic research methods, it roughly involves arts, economics, and management, thus facing the challenge of a shortage of comprehensive talents. Talent is a resource, a capital, and a competitive advantage. the cultural industry needs talents to provide technology and creativity for support. the sustainable development of the Confucian cultural industry in Jining cannot be separated from creative talents with innovative ideas, management talents with management skills, and marketing talents skilled in business operations.

Currently, the Confucian cultural industry in Jining faces the dilemma of a low overall quality of practitioners, mostly local residents with only primary or secondary education, an excess of administrative personnel, and a shortage of professionals. Currently, colleges and universities within the jurisdiction of Jining City (such as Qufu Normal University and Jining University) have successively

opened majors in cultural industry management, increased management and creative courses in response to the shortage of talents in the cultural industry, and even specifically listed courses related to the Confucian cultural industry to reserve and deliver talents for related industries. This has alleviated the talent shortage to a certain extent. However, although Jining is a well-known tourist city in China, there is still a significant gap between its overall development prospects and supporting facilities compared to first-tier cities. Young technical talents are more inclined to choose to work and live in first-tier cities. How to retain the high-end talents already cultivated is also a major challenge facing Jining City. In the face of potential talent loss, the author believes that the Jining Municipal Government needs to formulate preferential policies for high-end talents to retain existing talents while recruiting comprehensive talents with both cultural backgrounds and international visions nationwide and even globally. On the other hand, the government or local enterprises can also conduct re-education for the original practitioners in Jining through short-term training courses, seminars, and other forms to enhance their professional skills and improve their quality.

5. CONCLUSION

Excellent traditional Chinese culture is a prominent advantage of the Chinese nation, and the great rejuvenation of the Chinese nation requires the prosperity of Chinese culture as a condition. In the context of the country promoting the great development and prosperity of culture and vigorously promoting excellent traditional culture, the Confucian cultural industry in Jining should seize the opportunity of the country's emphasis on developing traditional culture, rely on its rich Confucian culture, make reasonable plans, continuously introduce and cultivate high-end talents, expand global perspectives, build powerful cultural brands, accelerate the integration of tourism and industry, formulate sustainable development strategies, and while enhancing the industry's core competitiveness and promoting local economic development, promote Confucian culture in the new era worldwide, enhance China's international influence, and strengthen national cultural soft power.

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The Role of Community Participation in Nutritional Interventions: A Theoretical Perspective

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Abstract: In recent years, community participation has emerged as crucial in the field of nutritional interventions. This study aims to explore how community involvement can enhance the effectiveness of nutritional interventions and improve residents' health. Initially, a systematic literature review analyzes current strategies and outcomes of community participation in nutritional interventions, identifying its effectiveness across different populations. A mixed-methods approach is then employed to assess the applicability of community participation across various cultural and socio-economic contexts. The methodology includes an in-depth analysis of existing literature and a comprehensive evaluation of several community nutrition intervention projects, focusing on participation levels, acceptance of interventions, and their long-term effects. Statistical analysis highlights key factors influencing the success of community participation, such as social support networks, cultural adaptability, and resident initiative. Findings indicate that community participation significantly enhances nutritional knowledge dissemination and behavioral change, while also strengthening social cohesion and support systems to promote sustainable healthy lifestyles. The study emphasizes that successful community participation strategies require multi-sector collaboration and flexible policy support to better integrate resources and adapt to dynamic community needs. Conclusions underscore that community participation is essential for effective nutritional interventions and is a critical consideration in public health policy formulation. Future research should explore optimal participation models for different types of communities to enhance the specificity and sustainability of interventions.

1. INTRODUCTION

1.1 Research Background and Significance

Nutritional intervention is a vital strategy for public health, crucial for promoting individual health and improving quality of life. Globally, the coexistence of malnutrition and obesity presents significant challenges for governments and international organizations. Community participation, as an effective means of social mobilization, possesses a robust social foundation and organizational capability, playing a key role in nutritional interventions. By leveraging community resources, participation enhances awareness and action in nutritional health for individuals and groups. This not only increases acceptance of interventions but also accumulates social capital within communities, thereby enhancing the sustainability of health interventions.

1.2 Research Objectives and Questions

This study aims to examine the specific mechanisms by which community participation influences nutritional interventions and proposes strategies to optimize their effectiveness. The research focuses on: What are the pathways through which community participation impacts nutritional interventions? What factors affect the effectiveness of community participation? How can targeted community nutritional interventions be designed and implemented across different contexts? By addressing these questions, the study seeks to provide scientific evidence and implementation suggestions for public health policymakers.

1.3 Review of Current Research

Internationally, numerous scholars recognize

the importance of community participation in health interventions. Studies abroad indicate that community involvement effectively supports nutritional education and behavior change. For instance, the "Healthy Communities Program" in the U.S. improved residents' physical activity levels and nutritional intake quality through community mobilization. In developing countries, community-led interventions have notably improved child malnutrition. Domestic research is relatively limited, focusing mainly on health promotion in urban communities, with case studies dominating and lacking systematic theoretical exploration and broad data support.

2. THEORETICAL FOUNDATIONS

2.1 Overview of Community Participation Theory

Originating from sociology and public administration, community participation theory emphasizes individual and group engagement in public affairs. The theory posits that communities, as social units, have the potential for self-management and autonomous development. In health, community participation enhances responsibility and belonging through mechanisms like information sharing, resource integration, and collective action. The depth and breadth of community involvement directly affect both the success and sustainability of projects. Understanding community dynamics and structures, along with strategies for effective participation, is essential for successful interventions.

2.2 Fundamentals of Nutritional Intervention Theory

Nutritional intervention theory is grounded in behavioral science and epidemiology, aiming to improve health by altering dietary behaviors and environmental factors. Behavioral change theories suggest that health behavior results from personal beliefs, social influences, and environmental modifications. Thus, nutritional interventions focus not only on individual dietary choices but also on food supply chains, nutrition education, and policy environments. Effective interventions require multi-dimensional strategies targeting these aspects to achieve comprehensive health behavior impacts.

2.3 Application Theories of Community Participation in Health Promotion

Community participation in health promotion is diverse and widespread, based on theories such as social capital, empowerment, and ecosystems. Social capital theory emphasizes trust and cooperation among community members, leading to positive health outcomes. Empowerment theory argues that enhancing individuals' capabilities and confidence through community engagement motivates and enables them to manage their health. Ecosystem theory highlights environmental impacts on health, with community participation effecting change in conditions like creating healthy living spaces and providing resources to elevate overall health levels.

3. RESEARCH METHODS

3.1 Literature Review Method

The initial research phase involves a literature review to organize and analyze existing studies on community participation and nutritional interventions. By searching databases like CNKI, PubMed, and Scopus, relevant academic papers, research reports, and policy documents are collected. Following systematic review methods, high-quality literature is filtered to ensure data reliability and authority. The literature review aims to build a theoretical framework, identify gaps, and guide subsequent empirical research.

3.2 Quantitative and Qualitative Research Methods

This study employs a mixed-methods approach for a comprehensive understanding of community participation in nutritional interventions. Quantitative research involves statistical analysis of extensive data to examine the impact of community participation on intervention outcomes. Surveys and statistical software (e.g., SPSS, R) are used for data analysis, employing techniques like regression and structural equation modeling to explore variable relationships. Qualitative research, through interviews and focus groups, delves into community members' perspectives and experiences, uncovering dynamic processes and challenges. Thematic analysis is used to code and analyze qualitative data, providing deep insights.

3.3 Data Collection and Analysis Process

Data collection is a core research component. For quantitative data, a survey covering demographics, nutrition knowledge, health behaviors, and participation levels is designed and conducted across urban and rural communities using stratified sampling. For qualitative data, various community types are selected for case studies, employing semi-structured interviews and participatory observation to gather rich field data. Analysis involves statistical testing of quantitative data and thematic extraction from qualitative data, ensuring scientific validity and reliability of conclusions.

4. MECHANISMS OF COMMUNITY PARTICIPATION IN NUTRITIONAL INTERVENTIONS

4.1 Impact on Nutrition Knowledge Dissemination

Community participation significantly enhances the dissemination of nutritional knowledge. Through health lectures, nutrition campaigns, and cooking workshops organized by community groups, residents learn vital information about healthy eating. Research shows that higher levels of community involvement lead to significant improvements in nutrition knowledge and healthy dietary behaviors. This improvement is attributed not only to information delivery but also to interaction and experience sharing among community members, reinforcing learning outcomes.

4.2 Role of Social Support Networks in Nutritional Interventions

Social support networks are indispensable in community participation. Support from family, neighbors, and friends facilitates the adoption and maintenance of healthy dietary habits. Social support provides emotional encouragement and practical assistance, such as resource sharing and joint purchasing of healthy foods, reducing individual health costs and enhancing the feasibility and sustainability of nutritional interventions.

4.3 Influence of Cultural Adaptability on Intervention Measures

Cultural adaptability is crucial for successful nutritional interventions. Different communities have unique cultural backgrounds and dietary habits, necessitating interventions that respect and adapt to these cultural characteristics. Collaborating with cultural leaders and traditional food producers within communities enhances the integration of intervention projects, increasing acceptance and participation rates. Research indicates that culturally adaptable projects achieve better outcomes in improving residents' dietary behaviors and health indicators.

5. KEY FACTORS INFLUENCING THE EFFECTIVENESS OF COMMUNITY PARTICIPATION

5.1 Impact of Socioeconomic Conditions

Socioeconomic conditions significantly influence the effectiveness of community participation. Indicators such as income level, education, and occupation largely determine residents' ability and willingness to engage in health interventions. Low-income communities may face resource scarcity, limiting both the breadth and depth of participation. Policy interventions and resource investments can effectively alleviate these limitations, enhancing community engagement and outcomes.

5.2 Influence of Community Cultural Background

The cultural background of a community profoundly impacts participation effectiveness. Communities with strong collective consciousness and traditional values might more readily support and respond to community activities. Cultural diversity necessitates flexible and inclusive interventions that cater to the unique needs and expectations of different communities. By designing culturally sensitive projects, interventions can improve applicability and effectiveness across heterogeneous cultural groups.

5.3 Importance of Policy Support and Multi-Sector Collaboration

Policy support and multi-sector collaboration are crucial for enhancing community participation effectiveness. Government policies and resource allocation directly influence the implementation and promotion of nutritional intervention programs. Collaboration across sectors, such as education, health, and agriculture, can integrate diverse resources, creating a synergistic effect that amplifies the impact and

sustainability of intervention programs. Successful cases show that cross-departmental coordination and comprehensive measures significantly improve the outcomes of community nutritional interventions.

6. CONCLUSION

The study demonstrates that community participation plays a multifaceted positive role in nutritional interventions. By enhancing nutrition knowledge, strengthening social support, and adapting to cultural backgrounds, community involvement effectively promotes changes in residents' health behaviors. Factors influencing participation effectiveness include socioeconomic conditions, cultural background, and policy environment. It is recommended to strengthen support for community participation and encourage diverse intervention strategies to meet the actual needs of different communities. Policies should focus on low-income and marginalized communities, enhancing their participation capabilities through financial support and resource allocation. Further encouragement of cross-sector collaboration is essential to advancing comprehensive health intervention measures.

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Integrating Intangible Cultural Heritage Aesthetic Education into Vocational Tourism Curriculum: An Intrinsic Mechanism Study

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Abstract: This study investigates the intrinsic mechanisms of integrating intangible cultural heritage (ICH) aesthetic education into vocational tourism curriculum. As globalization and cultural diversity expand, the tourism industry increasingly demands cultural sensitivity and humanistic literacy. The introduction of ICH aesthetic education offers new perspectives and pathways for vocational tourism education. Through literature review and theoretical analysis, this study comprehensively examines the current application of ICH aesthetic education in enhancing students' cultural literacy. Utilizing educational and cultural anthropology frameworks, the research explores intersections between ICH aesthetic culture and vocational tourism courses, analyzing potential applications in curriculum design and teaching methodologies. The study reveals, through a multi-layered theoretical analysis, the advantages of ICH aesthetic education in enhancing students' cultural understanding and boosting innovation and practical skills among tourism students. Findings indicate that ICH aesthetic education fosters an appreciation and respect for diverse cultures and enhances students' cross-cultural communication skills in a globalized context. By embedding ICH aesthetic education into the curriculum, educators can develop more interactive and practical teaching methods, thereby improving educational outcomes. Conclusions show that effectively integrating ICH aesthetic culture not only enhances vocational tourism students' professional competencies and humanistic spirit but also provides a crucial platform for the preservation and innovation of ICH. This research offers theoretical support and practical recommendations for vocational institutions aiming to incorporate ICH aesthetic education into curriculum design.

Keywords: Intangible Cultural Heritage Aesthetic Education; Vocational Tourism Education; Cultural Heritage; Curriculum Design; Educational Innovation

1. INTRODUCTION

1.1 Research Background and Significance

In the context of globalization, the protection of cultural diversity and cultural heritage has gradually become a focal point of international attention. As an important component of cultural diversity, the protection and transmission of intangible cultural heritage (ICH) have transcended regional boundaries, becoming a global consensus. In recent years, with the rapid development of China's economy and the booming tourism industry, tourism education faces new challenges and opportunities. How to integrate ICH aesthetic education into higher vocational tourism education to enhance students' cultural literacy and humanistic spirit has become an important research topic. ICH aesthetic education can not only enrich the educational connotation but also provide students with a unique learning experience, helping them to better understand and respect multiculturalism.

1.2 Review of Domestic and International Research Status

Internationally, research and practice in ICH education started relatively early. Countries in Europe and America promote students' cultural understanding and creativity through various cultural projects and courses. However, there is relatively little research on how ICH aesthetic education specifically integrates into higher vocational tourism programs. Domestic scholars have gradually recognized the importance of integrating ICH into education and have conducted a series of

studies exploring the application of ICH aesthetic education in higher vocational institutions. However, overall, systematic research on the specific mechanisms for integrating ICH aesthetic education in China remains relatively weak.

1.3 Research Objectives and Questions

This study aims to explore the intrinsic mechanisms of integrating ICH aesthetic education into higher vocational tourism program teaching, analyzing its potential role in promoting students' cultural literacy, innovative ability, and professional skills. Through the analysis of curriculum design and teaching methods in higher vocational institutions, specific implementation strategies will be proposed to provide theoretical support and practical guidance for the reform of higher vocational education.

2. THEORETICAL FOUNDATION

2.1 Concept and Connotation of ICH Aesthetic Education

ICH aesthetic education refers to educational activities through intangible cultural heritage that cultivate students' aesthetic abilities and cultural identity. Its core lies in promoting students' understanding of traditional culture and enhancing their innovative abilities through the study and practice of ICH projects. ICH aesthetic education includes learning traditional art forms such as music, dance, and crafts, as well as covering various aspects like traditional handicrafts and customs, thereby broadening students' cultural horizons.

2.2 Characteristics and Needs of Higher Vocational Tourism Education

Higher vocational tourism education emphasizes the cultivation of practical abilities, aiming to train talents with high professional skills and service awareness for the tourism industry. With the diversification of the tourism market, higher vocational tourism programs need to continuously update their teaching content and introduce new educational concepts to meet market demands. The introduction of ICH aesthetic education can not only enrich the curriculum but also help students gain a deeper understanding of multiculturalism, enhancing their competitiveness in the international tourism market.

2.3 Relevant Theories in Education and Cultural Anthropology

Educational theories emphasize the importance of cultural factors in the learning process, suggesting that cultural background significantly influences learners' cognitive development and value formation. ICH aesthetic education can effectively integrate cultural backgrounds into the educational process through specific cultural projects, promoting the enhancement of students' comprehensive qualities. Cultural anthropology provides theoretical support for researching ICH culture, emphasizing the dynamic and social characteristics of culture, and positing that cultural inheritance and innovation are the core driving forces of cultural development.

3. POINTS OF INTERSECTION BETWEEN ICH AESTHETIC EDUCATION AND HIGHER VOCATIONAL TOURISM TEACHING

3.1 The Role of ICH Aesthetic Education in Higher Vocational Education

ICH aesthetic education is not only a means of inheriting traditional culture but also an important tool for cultivating students' comprehensive qualities in higher vocational education. It can enhance students' cultural awareness and identity through diverse cultural experiences and practical activities. ICH aesthetic education promotes students' understanding of traditional cultural connotations while enhancing their innovative thinking and problem-solving abilities. Moreover, through ICH aesthetic activities, students have the opportunity to personally experience traditional crafts and artistic expressions, which helps solidify their professional skills and practical abilities.

3.2 Analysis of Cultural Needs in Higher Vocational Tourism Curriculum

The core of higher vocational tourism education is to cultivate professionals who can adapt to a diversified tourism market. As the tourism industry upgrades, the market demands higher cultural literacy from tourism practitioners. Positions such as travel agents, tour guides, and cultural planners increasingly require employees to possess a solid cultural background and cross-cultural communication skills. Incorporating ICH aesthetic education into the curriculum can

help students establish cultural confidence and enhance their innovative and flexible response capabilities when handling tourism-related tasks. Compared to traditional courses, ICH aesthetic education better meets the dual demands of cultural inheritance and innovation in the modern tourism industry.

4. INTRINSIC MECHANISMS OF INTEGRATING ICH AESTHETIC EDUCATION INTO TEACHING

4.1 Integration of Cultural Factors in Curriculum Design

Integrating ICH aesthetic education into curriculum design requires systematic integration across all aspects, from curriculum objectives and content selection to teaching evaluation. Curriculum objectives should clearly outline the role of ICH aesthetic education in enhancing students' cultural literacy and professional abilities. In terms of content selection, local characteristics can be combined by choosing representative ICH projects, such as traditional festival activities, local operas, and craft production, as teaching cases. Teaching evaluation should comprehensively consider students' participation in ICH activities, creativity, and depth of cultural understanding, employing a diversified evaluation approach.

4.2 Innovation and Practice in Teaching Methods

The introduction of ICH aesthetic education provides ample space for innovation in teaching methods. Traditional lecturing methods may not fully engage students' enthusiasm for learning; interactive and experiential teaching can effectively address this shortcoming. Through role-playing, project-based learning, and field investigations, students can experience the charm of ICH culture in real-life contexts. Additionally, modern information technologies, such as virtual reality (VR) and augmented reality (AR), have been applied in the teaching of ICH culture, enhancing students' immersive learning experiences.

4.3 Mechanism for Enhancing Students' Cultural Literacy and Practical Abilities

ICH aesthetic education constructs an effective mechanism for promoting students' cultural literacy and practical abilities through diverse cultural activities and practical projects. In the process of participating in ICH activities, students can deepen their understanding of cultural connotations while developing their communication, coordination, and teamwork skills. Treating ICH projects as research topics encourages students to conduct investigations and analyses, which not only hones their research abilities but also enhances their awareness of ICH protection and innovation.

5. IMPLEMENTATION STRATEGIES FOR INTEGRATING ICH AESTHETIC EDUCATION

5.1 Professional Development and Training for Teachers

Teachers play a crucial role in the integration of ICH aesthetic education into the teaching process. Therefore, it is essential for teachers to continuously enhance their cultural literacy and teaching abilities. Schools can improve teachers' professional levels by organizing specialized training on ICH culture and inviting ICH inheritors to give lectures. Additionally, encouraging interdisciplinary collaboration among teachers can leverage the expertise of different disciplines to jointly develop ICH aesthetic education curriculum resources.

5.2 Development and Utilization of Curriculum Resources

Textbooks and teaching resources are vital to the successful integration of ICH aesthetic education into teaching. The development of ICH resources should focus on combining with local culture to explore regional characteristics. Various forms, such as case libraries and digital resources, can enrich teaching content. Schools can collaborate with ICH cultural research institutions to develop educationally suitable ICH projects and, by incorporating modern educational technologies, provide diverse teaching resources to meet the needs of different courses.

5.3 School-Enterprise Cooperation and Support from Social Resources

School-enterprise cooperation is an important pathway for integrating ICH aesthetic education. By collaborating with cultural enterprises, tourism companies, and ICH inheritance bases, students can gain more internship and practical opportunities.

Additionally, support from social resources is indispensable. The protection and dissemination of ICH culture require collective participation from society. Schools can establish connections with communities, governments, and ICH inheritance organizations by hosting ICH cultural festivals, exhibitions, and other activities, thereby enhancing students' sense of social responsibility and cultural identity.

6. CONCLUSION

The integration of ICH aesthetic education into higher vocational tourism programs holds significant theoretical and practical value. Through a systematic analysis of the intersection between ICH aesthetic education and higher vocational tourism teaching, it is evident that it plays a significant role in enhancing students' cultural literacy, innovative capabilities, and practical skills. Research indicates that the effective integration of ICH aesthetic education helps cultivate tourism professionals who possess cultural sensitivity and innovative spirit, aligning with the development needs of the modern tourism industry.

In promoting the integration of ICH aesthetic education, higher vocational institutions should focus on multi-party cooperation, actively develop and utilize ICH resources, innovate teaching methods, and enhance teachers' professional levels. It is also recommended to strengthen connections with enterprises and society to secure more practical opportunities and resource support, providing students with diverse learning experiences. Establishing a long-term mechanism to promote the deep integration of ICH aesthetic education will support students' comprehensive development.

Future research can expand in the following areas: first, deepen the study of the mechanisms by which ICH aesthetic education enhances students' comprehensive qualities; second, explore the specific applications of ICH aesthetic education in different professional courses; and third, investigate the international dissemination and cross-cultural educational potential of ICH aesthetic education. Through continuous exploration and practice, the widespread application of ICH aesthetic education in education can be promoted to facilitate the inheritance and innovative development of cultural heritage.

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The Theoretical Impact of Corporate Social Responsibility on Financial Budgeting Decisions

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Abstract: This study explores the theoretical influence of Corporate Social Responsibility (CSR) on financial budgeting decisions, revealing how CSR practices permeate and impact corporate financial management and decision-making processes. With accelerated globalization and increased emphasis on corporate ethical responsibilities, CSR has evolved from a moral imperative to a strategic corporate component. This research employs a literature review to systematically outline the theoretical relationship between CSR and financial decisions, integrating empirical research findings and theoretical models. Through in-depth analysis and comparison of literature, the study identifies mechanisms by which CSR impacts financial budgeting, including enhancing corporate reputation and brand value, promoting risk management, and optimizing resource allocation efficiency. the research references both domestic and international academic papers and conference literature, emphasizing the influence of CSR across different cultural and institutional contexts. Findings indicate that incorporating CSR into financial budgeting enhances long-term corporate competitiveness and creates stakeholder value. Moreover, the educational background of senior management and corporate governance structures significantly modulate CSR effectiveness. This study provides theoretical support for corporate managers and policymakers, recommending the strategic integration of social responsibility to foster sustainable development and balance social value.

Keywords: Corporate Social Responsibility; Financial Budgeting; Decision Impact; Theoretical Analysis; Sustainable Development

1. INTRODUCTION

1.1 Research Background and Significance
Corporate Social Responsibility (CSR) has become an integral component of modern corporate strategy. With accelerated global economic integration, businesses are required not only to maximize economic benefits but also to shoulder social responsibilities. Issues such as environmental protection, social equity, and corporate governance have become focal concerns for the public, underscoring the significance of CSR practices. In this context, the impact of CSR on internal management, particularly financial budgeting decisions, has garnered considerable attention. Financial budgeting, as a critical tool for strategic planning and execution, directly influences resource allocation efficiency and goal attainment. Exploring the impact of CSR on financial budgeting decisions aids companies in achieving economic objectives while considering environmental and social benefits, thereby promoting sustainable development.

1.2 Review of Domestic and International Research
Internationally, the relationship between CSR and financial performance has become a prominent research topic. Studies indicate that proactive CSR practices significantly enhance corporate financial performance (Margolis & Walsh, 2003). Additionally, CSR's role in risk management is widely acknowledged, with research showing its effectiveness in reducing operational risks (Godfrey et al., 2009). In China, policy incentives and changing market environments have increased CSR research interest. Studies reveal CSR not only boosts market competitiveness but also enhances corporate social image (Zhang, 2018). However, research specifically on how CSR influences financial budgeting remains limited, necessitating further exploration of its

underlying mechanisms and implementation paths.

2. THEORETICAL FOUNDATIONS OF CORPORATE SOCIAL RESPONSIBILITY

2.1 Definition and Evolution of Corporate Social Responsibility

The concept of CSR originated in the early 20th century, initially rooted in the ethical obligations of businesses. Howard Bowen systematically introduced the CSR concept in 1953, advocating for businesses to proactively assume social responsibilities through their decisions and activities. Over time, CSR's scope has expanded from mere philanthropy to encompassing economic, legal, ethical, and philanthropic responsibilities. Modern CSR emphasizes that while fulfilling economic responsibilities, businesses must adhere to legal norms, uphold ethical obligations, and actively participate in social welfare.

CSR's evolution reflects a shift from passive compliance to proactive innovation. the advent of globalization and the information era has rendered corporate social responsibilities more complex and multifaceted. Global challenges, such as climate change, resource depletion, and social inequity, have elevated CSR from corporate self-regulation to a critical topic in global governance.

2.2 Theoretical Models of Corporate Social Responsibility

CSR research has developed several models and theoretical frameworks. Notable among them are Stakeholder Theory, Resource Dependence Theory, and Institutional Theory. Stakeholder Theory posits that business survival and growth depend on addressing the needs of all stakeholders, not just shareholders (Freeman, 1984). This theory underscores CSR's importance in corporate management, advocating for the integration of social factors in decision-making.

Resource Dependence Theory focuses on interactions between businesses and external resources. CSR activities can be viewed as strategies to acquire external resources and mitigate resource dependence, supporting the view that CSR fosters competitive advantage by enhancing the external environment and relationship networks.

Institutional Theory highlights how organizations are influenced by social norms, institutions, and cultures, viewing CSR practices as means for businesses to adapt to external institutional environments. By actively participating in CSR, businesses can adhere to social norms, shape a positive social image, and enhance legitimacy.

Guided by these theories, the mechanisms through which CSR influences financial budgeting decisions are gradually unveiled. Incorporating CSR into financial budgeting enables efficient resource allocation and bolsters organizational efficiency and social responsibility, providing a solid foundation for further empirical research.

3. FUNDAMENTAL CONCEPTS OF FINANCIAL BUDGETING DECISIONS

3.1 Definition and Process of Financial Budgeting

Financial budgeting, a crucial aspect of corporate management, involves the systematic planning of resource allocation and goal setting. It serves as a tool for forecasting future financial positions, encompassing plans for resource mobilization and utilization to ensure strategic goal achievement. the budgeting process typically includes multiple steps, such as initial goal setting, budget preparation, review and approval, execution monitoring, and adjustments. Managers involved in these processes need a deep understanding of market dynamics, internal resources, and external environments. Budget preparation relies on historical financial data analysis and market trend forecasting, employing various financial models and analytical tools to ensure accuracy and reasonableness.

3.2 Influencing Factors of Financial Budgeting Decisions

Budgeting decisions are influenced by multiple internal and external factors. Internal factors include corporate strategic goals, resource availability, and historical performance. Long-term strategic development directly determines budget priorities, while resource availability affects feasibility and execution. External factors encompass macroeconomic environments, market competition, and policy/legal frameworks. Economic changes may require

budget adjustments to meet market demands or mitigate potential risks. Moreover, market competition intensity and regulatory changes impact budgeting strategies and flexibility, requiring managers to maintain sensitivity and foresight in decision-making.

4. MECHANISMS OF CSR'S INFLUENCE ON FINANCIAL BUDGETING DECISIONS

4.1 Impact of CSR on Corporate Reputation and Brand Value

CSR plays a crucial role in enhancing corporate reputation and brand value. CSR activities, such as environmental initiatives and community support programs, build public trust and recognition, boosting reputation and brand appeal. Studies demonstrate that proactive CSR practices can significantly elevate market value and shareholder wealth (Porter & Kramer, 2006). This not only yields direct financial benefits but also influences budgeting decisions, as managers tend to allocate more resources to CSR-related projects to enhance market competitiveness and long-term value.

4.2 Relationship Between CSR and Risk Management

CSR acts as a vital component in risk management. By reducing the likelihood and impact of adverse events, CSR practices effectively lower operational risks. Research indicates that CSR investments serve as risk management tools, mitigating or transferring financial risks (Godfrey et al., 2009). In budgeting processes, managers incorporating CSR considerations focus more on identifying and preventing long-term risks, ensuring stable development in uncertain market conditions.

4.3 Role of CSR in Resource Allocation Efficiency

Implementing CSR projects often necessitates reevaluating resource allocation efficiency. Effective CSR practices optimize internal resource utilization, reduce waste, and enhance overall operational efficiency. For instance, environmental management measures that lower energy consumption and emissions align with social responsibility goals while achieving cost savings. This win-win effect is evident in budgeting decisions, where managers favor investments in projects with long-term benefits and social value. Research shows that companies integrating CSR strategies excel in resource allocation efficiency, a trend recognized globally (Hart & Milstein, 2003).

5. VARIATIONS IN CSR IMPACT ACROSS CULTURAL AND INSTITUTIONAL CONTEXTS

5.1 Comparative Analysis of CSR Impacts Domestically and Internationally

The effects of Corporate Social Responsibility (CSR) vary significantly across countries and regions. In developed nations, companies often exhibit greater transparency and a stronger sense of social responsibility, attributed to mature market economies and comprehensive legal systems. In these contexts, CSR is considered an integral part of competitive advantage, aligning with consumer and societal expectations while fostering innovation to bolster market position. In contrast, companies in developing countries face more challenges in implementing CSR, such as resource constraints, policy uncertainties, and low public awareness (Visser, 2008). These differences are reflected in budgetary decisions, affecting the prioritization and allocation of CSR investments.

5.2 The Moderating Role of Cultural and Institutional Factors on CSR Implementation

Cultural and institutional factors play a crucial role in moderating the effectiveness of CSR implementation. Cultural differences influence corporate values and management styles, affecting the strategic positioning and execution of CSR initiatives. Institutional environments, through laws and policy directives, impact the level of CSR practices. In some cultural contexts, businesses may emphasize interpersonal relationships and community responsibilities, while in others, environmental protection might be prioritized. Institutional factors indirectly affect budgeting decisions by influencing compliance levels and responsibility assumptions, necessitating that managers consider external influences on internal decision-making.

6. MANAGERIAL IMPLICATIONS AND POLICY RECOMMENDATIONS

6.1 Strategies for Incorporating CSR into Financial Decisions

In the modern business environment, managers face the dual challenge of maximizing economic benefits while fulfilling social responsibilities. Integrating CSR into financial decision-making not only enhances corporate image but also supports strategic goals of sustainable development. Managers should establish diverse stakeholder communication mechanisms to identify and address expectations and needs, guiding budget formulation and resource allocation. Specific strategies include creating dedicated CSR budgets, regularly assessing the financial and social impacts of CSR projects, and ensuring effective management through internal reporting and transparency mechanisms.

Companies should also consider CSR investments as part of risk management. By analyzing external and internal factors, managers can identify how CSR investments mitigate long-term risks and adjust budgets accordingly. Moreover, innovation and technology-driven CSR projects can enhance resource efficiency and competitive advantage. For instance, adopting energy-saving and emission-reducing technologies can lower operational costs and strengthen competitiveness in green markets.

Additionally, training and incentive measures are crucial. Managers should develop incentives to encourage employee participation in CSR projects, enhancing responsibility and corporate cohesion. CSR awards, training courses, and other initiatives can increase awareness and ensure successful CSR strategy implementation.

6.2 Policy Support for CSR by Policymakers

Policymakers play a vital role in advancing corporate social responsibility by encouraging businesses to engage in CSR through various policy measures. First, improving legislation to clarify corporate obligations ensures the standardization and institutionalization of CSR practices. Implementing mandatory CSR reporting requirements can increase transparency and public scrutiny, fostering responsible corporate behavior.

Financial incentives can also promote CSR engagement. Tax breaks, subsidies, and other fiscal incentives encourage investments in environmental protection, employee welfare, and social welfare. Especially in renewable energy and green technologies, policy support can reduce investment risks and drive sustainable economic and social development. In education and awareness, governments should enhance CSR promotion to raise awareness across society. Organizing seminars, training, and other educational activities can elevate understanding among managers and the public, creating a supportive environment for corporate social responsibility.

7. CONCLUSION AND FUTURE RESEARCH DIRECTIONS

7.1 Main Research Conclusions

This study highlights the theoretical impact of CSR on financial budgeting decisions, revealing CSR's importance in modern corporate management. the findings indicate that CSR positively affects corporate reputation and brand value while supporting risk management and enhancing resource allocation efficiency. Incorporating CSR considerations into financial decision-making aids in achieving sustainable development and creating social value. Policymakers should facilitate CSR through legislation and incentives, fostering a favorable external environment for businesses.

7.2 Limitations and Future Research Outlook

Despite the systematic analysis of CSR's impact on financial budgeting, limitations remain. the research primarily relies on theoretical exploration without empirical data support. Future research should employ empirical methods, combining case studies and statistical analysis to explore CSR's specific impacts across industries and regions. Additionally, CSR's influence may vary based on company size, culture, and industry characteristics; future studies should delve into these variables. As globalization accelerates, differences in CSR practices among multinational corporations across countries warrant exploration regarding their impact on financial decisions.

Overall, the growing influence of CSR on corporate management underscores the need for ongoing research, which can enhance management practices and provide policymakers with effective decision-making

foundations.

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Analysis on the Continuing Education Background of Academic Students

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Abstract: This study analyzes the needs and challenges of academic students in continuing education to provide guidance for educational institutions and policymakers. Utilizing a mixed-method approach, the research includes quantitative surveys and qualitative interviews. Data was collected from 500 students across various disciplines and 20 in-depth interviews. Key factors affecting continuing education demand, such as job market trends, academic motivations, financial capacity, and personal development needs, were identified through literature review. Findings indicate over 70% of students are positive about continuing education, with financial and time management as primary challenges. Interviews reveal a demand for educational flexibility, course practicality, and career orientation. Conclusions suggest continuing education enhances student competitiveness and career development. Educational institutions should cater to diverse needs with optimized curricula, flexible learning modes, and stronger career-oriented support. This study offers empirical evidence for policymakers and a clear direction for future continuing education development.
Keywords: Continuing education; academic students; demand analysis; educational policy; career development

1. INTRODUCTION

1.1 Research Background and Significance
In today's globalized, information-driven era, continuing education is crucial for individual competitiveness and adapting to rapidly changing socio-economic environments. As lifelong learning becomes a widespread concept, its significance in personal and societal progress is increasingly evident. In higher education, students pursue continuing education to achieve academic excellence and enhance career skills. This study provides data to optimize curriculum design and informs policy-making for educational institutions and governments.

1.2 Review of Domestic and International Research
International research has established frameworks and findings on continuing education, focusing on professional development and economic benefits in Western countries. In Asia, particularly China, significant efforts have been made in continuing education promotion. However, issues remain in course quality, resource allocation, and policy support. While the global importance of continuing education is acknowledged, policy and practice vary significantly, providing a rich context for this study.

1.3 Research Objectives and Questions
This study aims to uncover key demands and challenges faced by academic students in continuing education. the research questions include: What are the main demands of academic students? What factors influence these demands? What obstacles do students face? the goal is to provide valuable recommendations for policymakers and contribute to academic research on continuing education.

2. THEORETICAL FOUNDATION

2.1 Overview of Continuing Education Theory
Continuing education, part of the education system, promotes personal and societal progress. Theories like lifelong education and adult learning emphasize continuous, holistic education. Knowles' adult learning theory highlights autonomy, experience, and goal-oriented learning, guiding practical and flexible education design.

2.2 Main Factors Influencing Continuing Education Demand
Continuing education demand stems from individual, socio-economic, and policy factors.

Career goals, academic interest, and personal motivation drive individuals, with 75% citing competitiveness as a primary driver. Economic factors include job market changes and technological advancements. Policy support significantly boosts participation.

2.3 Characteristics and Needs of Academic Students

Academic students, a key group, exhibit diverse needs. They seek to expand knowledge and skills, with 60% preferring courses related to their field. Flexibility is crucial, with blended learning favored. High-quality resources and practical content are essential for competitiveness.

3. RESEARCH METHODOLOGY

3.1 Research Design

This study employs a mixed-methods approach, combining quantitative surveys with qualitative interviews to fully capture the diverse needs and challenges faced by students from different academic backgrounds in continuing education. This design not only provides broad statistical support but also delves into students' intrinsic motivations and complex needs.

Initially, the quantitative survey aims to quantify the main factors influencing students' participation in continuing education, such as economic capability, time management, and the flexibility of course offerings. By analyzing this data, we can identify the key variables that affect students' decision-making processes.

Qualitative interviews are intended to complement the nuances that quantitative research may overlook. Through in-depth conversations with students, we explore their personal experiences, specific needs, and expectations from educational institutions. These interviews provide a platform for students to share their personal stories and experiences in continuing education, thereby revealing the deeper motivations and needs that lie behind the data. This integrated design enhances both the breadth and depth of the research, offering more targeted recommendations for policy-making and educational practice.

3.2 Data Collection Methods

Data collection is divided into two main phases. First, a structured questionnaire was designed to cover various aspects such as students' basic information, willingness to pursue continuing education, learning preferences, economic capabilities, and the main obstacles they face. The questionnaire was distributed through an online platform to ensure coverage of a broader geographical area and a diverse student population. Ultimately, 500 valid responses were successfully collected, providing a solid data foundation for subsequent quantitative analysis.

Building on the survey results, the research team selected 20 students for semi-structured in-depth interviews. These students represent different academic backgrounds to ensure that the data reflects diverse disciplinary perspectives. The interviews primarily focus on students' experiences in continuing education, specific educational needs, major challenges they face, and their expectations from educational institutions and policies. These interviews not only help reveal the stories behind the data but also provide context and explanations for the quantitative data.

3.3 Data Analysis Methods

For the analysis of quantitative data, the study utilized SPSS software for comprehensive statistical analysis. First, through descriptive statistics, the research team could summarize the basic characteristics of the student population and the general trends in continuing education. Next, correlation analysis and regression analysis were employed to explore the relationships between various factors and students' continuing education needs. Through these analyses, the study identified the most influential factors in students' decision-making processes, such as economic considerations and time management issues.

Qualitative data analysis employed grounded theory methods for coding. This process involved detailed transcription of interview recordings, followed by individual coding to identify relevant themes and patterns. By using this method, the research was able to extract core themes from students' personal narratives, such as motivations for continuing education, considerations when choosing courses, and specific expectations from educational institutions. These qualitative data

not only supplemented the quantitative analysis but also provided valuable insights for adjusting and optimizing continuing education policies.

This integrated approach, combining both quantitative and qualitative methods, enables the research to comprehensively understand the dynamic changes in academic students' continuing education experiences from multiple perspectives. It not only reveals surface trends but also delves into potential influencing factors and demand patterns. This methodology provides a solid foundation and rich insights for future educational strategies and policy-making.

4. RESULTS AND DISCUSSION

4.1 Analysis of Continuing Education Needs for Academic Students

The study reveals diverse needs among academic students for continuing education. Data indicate that 70% of respondents are keen on further education to enhance job competitiveness. Over 60% aim to acquire interdisciplinary knowledge to improve overall skills. Students prioritize course practicality, faculty quality, and course flexibility, highlighting a demand for career advancement and high-quality educational resources.

4.2 Barriers to Participation in Continuing Education

Barriers to participation are varied, with economic burden being a primary challenge, as indicated by over 50% of respondents citing high costs as a deterrent. Time management is another significant barrier, particularly for those balancing work and study. Additionally, a lack of targeted policies and support mechanisms hinders engagement. Qualitative interviews suggest that flexible learning arrangements and financial support would significantly boost participation willingness.

4.3 Demand Differences Across Disciplines

The study uncovers significant differences in continuing education needs across disciplines. Engineering students tend to prefer courses related to new technologies, while humanities students focus on broadening general and interdisciplinary knowledge. These variations highlight the unique demands of different fields, underscoring the importance of designing targeted courses to address diverse academic backgrounds.

5. POLICY RECOMMENDATIONS

5.1 Optimize Curriculum Design and Learning Models

To meet diverse student needs, educational institutions should emphasize practicality and innovation in curriculum design. Current educational environments demand market-aligned course content, making industry collaboration crucial. By partnering with various industry sectors, institutions can develop market-driven courses. For instance, technical disciplines can incorporate the latest industry standards and practices, while social sciences can include contemporary analysis and case studies. This approach not only enhances student engagement but also directly boosts their employability.

Simultaneously, promoting online and blended learning models can significantly enhance educational flexibility. These models provide diverse learning paths and extensive course options, allowing students to tailor their learning schedules to their circumstances. For students balancing work and study, such flexible learning reduces time conflicts and offers a personalized educational experience. Students can learn at their own pace, choosing suitable times and locations, an autonomy that is crucial in modern continuing education.

5.2 Enhance Flexibility and Practicality of Education

Increasing the flexibility and practicality of courses is key to attracting more students to continuing education. Course design should closely integrate with real-world applications, offering opportunities to translate theoretical knowledge into practical skills. This can be achieved through case analyses, project collaborations, and field studies, enabling students to apply their knowledge in real settings. Additionally, flexible credit systems and modular course structures allow students to customize their education based on personal needs, enhancing adaptability and efficiency. For example, students might choose to delve deeply into specific modules within their field while selecting foundational modules in others, greatly improving targeted learning efficiency.

5.3 Strengthen Career-Oriented Support

To better facilitate career development, educational institutions should enhance

career-oriented guidance and support services. This includes providing professional career planning assistance to help students define their career goals and paths. Moreover, institutions should proactively establish industry connections to offer internships and training opportunities, allowing students to gain practical experience and skills. For example, through partnerships with companies, students can test and enhance their skills in real work environments, boosting their job competitiveness.

Policymakers should also focus on improving financial aid programs to ease students' economic burdens and encourage ongoing participation in continuing education. Financial support can be provided through scholarships, student loans, and tuition waivers, creating more opportunities for students with limited financial means. Such policy support not only directly influences student participation but also reflects society's commitment to educational equity and talent development.

By optimizing curriculum design, enhancing educational flexibility and practicality, and strengthening career-oriented support, educational institutions and policymakers can effectively promote the expansion and development of continuing education. These measures not only address individual student needs but also provide a solid foundation for their career and personal growth.

6. CONCLUSION

This study's in-depth analysis of academic students' continuing education needs identifies key factors and barriers affecting participation. Continuing education plays a vital role in enhancing students' comprehensive abilities and job competitiveness. To effectively advance continuing education, institutions must systematically adjust and optimize curriculum design, learning models, and policy support. Future research should consider individual differences and external factors to explore diverse educational pathways, further enhancing the effectiveness of continuing education.

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Theoretical Framework for Social Responsibility Education in Vocational Student Management

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Abstract: With the growing global awareness of social responsibility, its integration into vocational education has become a focus of research. This study explores the theoretical framework of social responsibility education in managing vocational students, aiming to provide theoretical support for effective educational strategies in vocational institutions. Initially, a systematic literature review examines the theoretical foundations of social responsibility education and its applicability to vocational education. A mixed-method approach, combining surveys and interviews, was used to gather data on the current state of social responsibility awareness among vocational students and identify influencing factors. The study emphasizes designing suitable educational content and methods tailored to vocational students' characteristics and validates the effectiveness of social responsibility education through educational experiments. Findings indicate that social responsibility education significantly enhances vocational students' sense of responsibility, particularly in social engagement and accountability. Key influencing factors identified include the practicality of the curriculum, teachers' guidance, and the campus cultural environment. The study suggests that vocational institutions should enhance their social responsibility courses, refine curriculum content, improve teacher competencies, and offer diverse practical activities to holistically boost students' sense of social responsibility.

Keywords: Vocational students; Social responsibility education; Educational strategies; Campus culture; Curriculum content

1. INTRODUCTION

1.1 Research Background and Significance

As globalization accelerates and societal awareness of corporate social responsibility (CSR) grows, the importance of social responsibility education in educational systems is increasingly recognized. Vocational education, aimed at rapidly developing skilled personnel for market needs, faces the challenge of balancing skill training with broader societal values amidst a complex global environment. Social responsibility education is key to enhancing vocational students' comprehensive qualities, shaping their career development, and contributing to societal harmony and sustainable development. Thus, integrating social responsibility education into vocational student management holds significant theoretical and practical importance.

1.2 Review of Current Research

Internationally, social responsibility education's theory and practice are well-explored. For example, Adams and Larrinaga (2019) emphasize its importance in shaping students' values within management education. Domestically, while attention to social responsibility education in vocational contexts is growing, specific implementation strategies and evaluations are still developing. Comparative analyses reveal a need for further deepening of theoretical and practical research in this area, especially in constructing theoretical frameworks and applying them in practice.

1.3 Research Objectives and Methods

This study aims to construct a theoretical framework for social responsibility education applicable to vocational institutions and explore its implementation strategies in student management. The research employs literature review, surveys, and in-depth interviews. The literature review analyzes

current findings and gaps; surveys collect data on vocational students' perceptions and attitudes toward social responsibility, while interviews gather insights from educators on practical experiences and challenges. This multidimensional approach provides actionable guidance for vocational institutions in implementing social responsibility education.

2. THEORETICAL BASIS OF SOCIAL RESPONSIBILITY EDUCATION FOR VOCATIONAL STUDENTS

2.1 Basic Concepts of Social Responsibility Education

Social Responsibility Education (SRE) encompasses ethics, sustainable development, and civic awareness. Its goal is to instill a sense of social responsibility in students, preparing them to contribute positively to society and ensure sustainable practices in their careers. Vocational institutions, as key vehicles for SRE, should integrate these concepts into teaching and practical activities, enabling students to understand and fulfill their social responsibilities.

2.2 Theoretical Framework of Social Responsibility Education

The framework of SRE includes cognition, attitudes, and behaviors. Cognition involves understanding social responsibility; attitudes reflect the importance students place on it; behaviors are the manifestation of responsibility in actions. This framework stresses the integration of theory and practice through case studies, role-playing, and social practice to guide students from learning to enactment. Constructing this framework requires interdisciplinary insights from educational psychology, behavioral science, and sociology to ensure scientific and systematic educational content.

2.3 Integrating Vocational Education with Social Responsibility Education

Combining vocational education's practical and professional focus with the ethical and civic emphasis of social responsibility education can be achieved by optimizing curriculum design and encouraging participation in socially responsible projects. For instance, incorporating green technologies into courses and promoting environmental awareness through projects can elevate

students' responsibility sense. Collaboration with businesses to create practice platforms allows students to experience social responsibility in real work settings, achieving a seamless integration of theory and practice.

3. ANALYSIS OF THE CURRENT STATE OF SOCIAL RESPONSIBILITY AWARENESS AMONG VOCATIONAL STUDENTS

3.1 Survey Methods and Data Collection

To comprehensively understand vocational students' social responsibility awareness, a mixed research approach was used. A quantitative survey with 30 items covering cognition, emotion, and behavior aspects was conducted across five vocational institutions, with 923 valid responses from 1,000 distributed surveys. Qualitative in-depth interviews with 20 students provided deeper insights into their understanding and experiences. Data were analyzed using SPSS for descriptive statistics, correlation, and regression to ensure scientific and accurate analysis.

3.2 Overall Status of Vocational Students' Social Responsibility Awareness

Results indicate a moderate level of social responsibility awareness among vocational students, with an average score of 3.5 out of 5. While students generally understand basic social responsibility concepts, their grasp of implementation and accountability is limited. Emotionally, they show concern for societal issues, but only 25% actively participate in community service, indicating barriers in translating awareness into action. Interviews reveal obstacles such as limited time, insufficient opportunities, and a lack of organization and guidance.

3.3 Factors Influencing Vocational Students' Social Responsibility Awareness

Key factors impacting students' social responsibility awareness include family and school education. Students from families with a strong sense of responsibility score higher. Additionally, schools' curriculum design and practical opportunities significantly affect students' awareness. Participants in social responsibility courses or activities scored about 15% higher than non-participants. Teachers' guidance, peer influence, and media also play varying roles. Multivariate

regression shows that school education, family influence, and social environment account for 65% of the variance in students' social responsibility awareness.

4. STRATEGIES AND IMPLEMENTATION OF SOCIAL RESPONSIBILITY EDUCATION FOR VOCATIONAL STUDENTS

4.1 Curriculum Design and Course Setting

Designing effective social responsibility education courses in vocational institutions requires aligning with students' needs and societal trends. Courses should cover social responsibility theory, ethics, and CSR case studies, using interactive teaching methods like project-based learning to enhance engagement. Course design should be flexible and interdisciplinary, considering diverse student backgrounds and collaborating with businesses for tailored courses in real-world contexts.

4.2 The Role of Teachers in Social Responsibility Education

Teachers are crucial in guiding social responsibility education. They must possess not only expertise but also a strong sense of responsibility and educational philosophy. Continuous professional development in social responsibility education is essential. Teachers should use case studies and role-playing to engage students in discussions on responsibility issues, fostering interest and initiative to subtly enhance their sense of responsibility.

4.3 Campus Culture and the Cultivation of Social Responsibility Awareness

Campus culture significantly shapes students' social responsibility awareness. Vocational institutions should foster a culture oriented towards social responsibility through activities, lectures, and forums. Visual elements like slogans and exhibitions should reflect responsibility themes to subtly influence students. Supporting student groups like environmental and volunteer organizations provides opportunities for practical engagement, promoting consciousness through action.

5. EVALUATION OF SOCIAL RESPONSIBILITY EDUCATION EFFECTIVENESS IN VOCATIONAL STUDENTS

5.1 Evaluation Metrics and Methods

To scientifically assess the effectiveness of social responsibility education among vocational students, a comprehensive evaluation framework is necessary, encompassing cognitive, attitudinal, and behavioral dimensions. Cognitively, we measure students' grasp of social responsibility through knowledge tests. Attitudinal assessment involves examining students' recognition and value orientation toward social responsibility using surveys and interviews. The behavioral dimension assesses students' participation and effectiveness in responsibility activities through metrics like participation rates, project completion, and peer evaluations. Combining quantitative and qualitative data ensures a thorough and reliable evaluation.

5.2 Analysis of Social Responsibility Education Outcomes

Data analysis reveals significant cognitive gains among vocational students in understanding social responsibility's concepts and principles. Attitudinally, students show increased awareness of social issues and willingness to take responsibility, with over 75% expressing readiness to embrace social responsibility in their careers. However, translating attitudes into actions remains challenging, with only about 30% actively participating in social activities, hindered by factors like time constraints and lack of motivation. In-depth interviews highlight students' hesitance due to perceived ineffectiveness or lack of incentives in activities.

5.3 Improvement and Enhancement Pathways

To address these challenges, vocational institutions can adopt several improvement strategies. First, make courses more practical and engaging by incorporating current social issues like green economy and sustainability, thus boosting student involvement. Strengthening the role of teachers through case studies and simulations enhances students' practical skills. Introducing school-business partnerships expands practical opportunities, ensuring a seamless blend of theory and practice. Implementing incentive systems through credits and recognition encourages student participation, while using

new media to promote activity outcomes can create a supportive public opinion environment.

6. CONCLUSIONS

The study systematically analyzes the current state and effectiveness of social responsibility education in vocational students, revealing high cognitive levels but significant barriers in translating attitudes into actions. Although the theoretical framework is comprehensive, practical implementation needs further exploration. Effectiveness evaluation highlights uneven educational impacts, particularly in practical skills and engagement, requiring additional support and optimization. To enhance the effectiveness of social responsibility education, vocational institutions should: (1) optimize the curriculum with a greater focus on practical teaching, integrating social responsibility with professional education for added relevance and appeal; (2) foster teacher development through training programs, enhancing their expertise in social responsibility education; (3) expand practical platforms through school-business collaboration, strengthening ties with communities and businesses to provide genuine practice opportunities; and (4) establish evaluation and feedback mechanisms to regularly assess educational outcomes and adapt teaching strategies for goal achievement.

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Traditional Chinese Medicine Education and Innovation: Future Trends from a Humanistic Perspective

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Abstract: With growing global interest in traditional Chinese medicine (TCM), the integration of TCM education with innovation and entrepreneurship has become a compelling research area. This study examines how TCM education can incorporate innovation and entrepreneurship to meet future demands. It identifies challenges in current TCM education, such as the disconnect between traditional teaching methods and modern innovative needs. Using literature analysis, this study reviews global trends in TCM innovation and identifies key educational reform trends. Through evaluating existing educational models and analyzing innovative practices, the study reveals the need for systematic adjustments in curriculum design, teaching methods, and cultural transmission. It emphasizes the impact of a humanistic perspective on innovation education, highlighting the fusion of TCM cultural heritage with modern business thinking. the study concludes that future TCM education should focus on cultivating students' innovative thinking and entrepreneurial spirit, enhancing employability and promoting continuous innovation and international development in the TCM industry. Educators and policymakers must collaboratively create an educational ecosystem that supports innovation and entrepreneurship to facilitate the global dissemination and application of TCM.

Keywords: TCM Education; Innovation and Entrepreneurship; Humanistic Perspective; Cultural Heritage; Educational Reform

1. INTRODUCTION

1.1 Research Background and Significance

Traditional Chinese Medicine (TCM) is a vital component of Chinese culture, with deep historical roots and rich cultural significance. As the global health industry rapidly grows, TCM's unique efficacy and natural attributes have garnered widespread attention. This trend not only propels TCM's international development but also imposes new demands on TCM education. To adapt to modern times, TCM education must integrate modern educational concepts and innovative entrepreneurial thinking. Innovation and entrepreneurship education, as a crucial aspect of contemporary education, enhances students' comprehensive skills and adaptability. Integrating such education into TCM studies can cultivate a new generation of professionals with innovative and practical capabilities, facilitating industry transformation and sustainable development.

1.2 Research Objectives and Methods

This study aims to explore the integration pathways of TCM education with innovation and entrepreneurship from a humanistic perspective, analyzing future development trends. Through literature analysis, the study systematically reviews relevant research on TCM and innovation education, supplemented by interviews and surveys to acquire primary data for a deeper understanding of the field's dynamics and needs. the study focuses on the interaction between TCM and innovation education in curriculum design, teaching methods, and cultural inheritance, aiming to propose practical educational reform strategies.

1.3 Review of Domestic and International Research

Currently, domestic and international research on TCM and innovation entrepreneurship focuses primarily on independent domains. Domestic studies often emphasize the tradition and reform of TCM education, highlighting cultural inheritance and

innovation (Wang et al., 2020). Internationally, there's a focus on TCM's market adaptability and cultural exchange in a global context (Johnson et al., 2021). However, comprehensive studies combining TCM education with innovation and entrepreneurship are lacking. Although both fields have depth in their respective studies, their integration research, especially from a humanistic perspective, remains in its infancy.

2. CURRENT STATUS AND CHALLENGES OF TCM EDUCATION

2.1 Analysis of Traditional TCM Education Models

Traditional TCM education relies on mentorship and classroom teaching, emphasizing theoretical knowledge and classical texts. However, this model shows limitations in modern society. It focuses heavily on theory with insufficient emphasis on practical skills and innovation. Additionally, teaching methods are often rote and repetitive, lacking in fostering creativity and critical thinking. the disconnect with modern science and technology hinders students' ability to apply theory to practice, restraining the modernization of the TCM industry (Zhang et al., 2019).

2.2 Main Challenges Facing Current TCM Education

In the context of globalization and rapid technological advancements, TCM education faces numerous challenges. the curriculum often emphasizes foundational theory while neglecting integration with fields like biotechnology and information technology, limiting students' adaptability to diverse career demands. Moreover, insufficient teaching resources and weak faculty hinder innovative practice. Many TCM institutions lack modern experimental equipment and platforms, impeding students' practical and innovative skills. Additionally, some educators remain bound by traditional views, underestimating the importance of innovation and entrepreneurship education, affecting the enthusiasm and effectiveness of educational reform. TCM education must undergo profound reflection and innovation to cultivate versatile talents that meet contemporary demands (Li et al., 2020).

3. THEORETICAL FOUNDATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION

3.1 Basic Concepts of Innovation and Entrepreneurship Education

Innovation and entrepreneurship education involves structured teaching to foster students' innovation awareness, entrepreneurial spirit, and practical skills, enabling them to adapt to a rapidly changing socio-economic environment. Its core philosophy derives from understanding the knowledge economy, emphasizing the cultivation of creative thinking and practical abilities. Globally, it is viewed as a crucial driver of economic growth and social progress, involving interdisciplinary knowledge fusion and problem-solving in uncertain environments. According to the European Commission, it encompasses stages from early childhood to higher education, focusing on cultivating the ability to identify opportunities and create value (European Commission, 2018).

Key elements of this education include opportunity recognition, resource integration, value creation, risk management, and sustainable development, reflected in project-based learning, interdisciplinary collaboration, internships, and entrepreneurial simulations.

3.2 Application of Innovation and Entrepreneurship Education in Higher Education

Higher education serves as a crucial platform for innovation and entrepreneurship education, directly impacting talent quality and socio-economic development. Its implementation varies, encompassing curriculum design, teaching methods, and university-industry collaborations. Many universities have integrated innovation and entrepreneurship into professional courses, blending theory with practice. For example, MIT's Innovation Initiative encourages students to develop innovation skills through real-world problem-solving, a model emulated by many leading universities globally.

Moreover, such education emphasizes interdisciplinary collaboration, with diverse projects and activities bringing together students from different disciplines to tackle real-world challenges. This approach enriches students' knowledge and enhances teamwork and communication skills. According to the U.

S. Department of Education, students participating in innovation and entrepreneurship programs have higher employment and entrepreneurship rates than those who do not (US Department of Education, 2020).

4. INTEGRATING TCM EDUCATION WITH INNOVATION AND ENTREPRENEURSHIP

4.1 Reform and Innovation in Curriculum Content

To effectively integrate TCM education with innovation and entrepreneurship, curriculum reform is crucial. Traditional TCM education focuses on classical knowledge and skills but lacks attention to modern science and technology. Introducing disciplines such as biotechnology, information technology, and management can enrich the curriculum, enhancing students' comprehensive skills. For example, integrating courses on computer simulation and data analysis can help students better understand and apply TCM theories. Such interdisciplinary courses not only enhance students' innovative capabilities but also lay a solid foundation for their future careers.

4.2 Diversification of Teaching Methods

Diversifying teaching methods is key to developing students' innovative abilities. Traditional lecture-based methods often fail to stimulate creativity and flexible thinking. TCM education should explore diverse teaching methods, such as Problem-Based Learning (PBL), Project-Based Learning (PjBL), and Flipped Classroom models. These methods emphasize active student participation and hands-on practice, cultivating innovative thinking through real-world problem-solving.

For example, in PBL, students engage in real TCM research projects, improving their comprehensive skills through literature review, experimental design, and data analysis. Studies show that courses employing diverse teaching methods result in significantly higher student engagement and learning outcomes (Zhang & Liu, 2019).

4.3 Combining Cultural Heritage with Modern Business Thinking

TCM is not just a discipline but also a cultural legacy. Combining TCM cultural heritage with modern business acumen is a significant challenge in education. By incorporating courses on business case studies and entrepreneurial simulations, students can learn about TCM culture while mastering market dynamics. For instance, analyzing successful TCM companies helps students understand how to market TCM products, enhancing both cultural and commercial value.

Additionally, deep collaboration with the industry through school-enterprise partnerships allows students to engage in real-world R&D, production, and sales. This not only deepens their understanding of the TCM industry but also provides valuable practical experience for their future careers. Such integration of culture and business enriches TCM education and injects new vitality into the TCM industry (Liang et al., 2020).

5. FUTURE TRENDS OF TCM EDUCATION FROM A HUMANISTIC PERSPECTIVE

5.1 Role of TCM Cultural Heritage in Innovation and Entrepreneurship

As a vital part of Chinese civilization, TCM culture encompasses rich medical knowledge and profound humanistic values. In the context of innovation and entrepreneurship, TCM cultural heritage offers unique value propositions and product features. By delving into the deeper meanings of TCM culture, entrepreneurs can infuse cultural elements into product development and marketing, enhancing product differentiation and competitiveness. For instance, some TCM companies successfully attract younger consumers by integrating traditional TCM narratives into branding and marketing strategies. This cultural heritage not only yields market benefits but also facilitates the dissemination and continuity of TCM culture. Additionally, TCM cultural heritage inspires innovative thinking. Its emphasis on holistic views and harmony with nature aligns with modern innovative thinking. Incorporating TCM cultural concepts into entrepreneurship encourages a focus on sustainable development and social responsibility, promoting steady business growth (Cheng et al., 2021).

5.2 The Value of Humanistic Literacy in Innovation and Entrepreneurship Education

Humanistic literacy is crucial to innovation and entrepreneurship education. It involves not only knowledge in literature, history, and philosophy but also ethical, critical thinking, and social responsibility. These qualities play a significant role in entrepreneurial activities. Entrepreneurs with strong humanistic literacy can better understand consumer needs and societal trends, seizing market opportunities more effectively.

In TCM education, emphasis on humanistic literacy helps students develop well-rounded personalities and sound values, enhancing their adaptability and decision-making in complex environments. Offering courses in TCM culture and medical ethics cultivates students' humanistic literacy, preparing them for careers marked by social responsibility and entrepreneurial spirit (Wang & Li, 2020).

5.3 Development Directions of TCM Education in the Context of Globalization

Globalization presents new opportunities and challenges for TCM education. In the global market, TCM education must find its position within international processes. By enhancing international exchange and cooperation, TCM education can adopt advanced educational concepts and management experiences from abroad, improving education quality and international influence. For example, establishing joint programs with renowned international medical schools can attract overseas students to study TCM in China, promoting the global dissemination of TCM.

Furthermore, TCM education's development under globalization must balance diversity and localization. By incorporating a global perspective into curriculum design, schools can cultivate students' cross-cultural communication skills and international market development capabilities, enabling them to confidently promote TCM culture and products globally (Zhou et al., 2022).

6. POLICY RECOMMENDATIONS AND IMPLEMENTATION PATHWAYS

6.1 Policy Support and Education Reform Recommendations

Government policy support plays a crucial role in the development of TCM education. By formulating favorable policies, the government can provide institutional guarantees and resource support for educational reform. Firstly, increasing financial investment in TCM education, especially in laboratory facilities and innovation platforms, can improve infrastructure and teaching quality. Additionally, policies should encourage school-enterprise cooperation, supporting corporate involvement in TCM education reform and enhancing the integration of industry, academia, and research, thereby boosting students' practical skills and employability.

For education reform, TCM institutions should enhance curriculum integration, increasing the proportion of interdisciplinary and practical courses. Introducing innovation and entrepreneurship education modules can help students develop innovative thinking and entrepreneurial skills. Simultaneously, faculty should be encouraged to explore and innovate teaching methods, employing diverse approaches to improve teaching effectiveness (Li et al., 2021).

6.2 Implementation Strategies for Innovation and Entrepreneurship Education

In implementing innovation and entrepreneurship education, strategic considerations must be both scientific and practical. First, establishing an evaluation system for innovation and entrepreneurship education, with well-designed metrics, can comprehensively assess students' innovation capabilities and entrepreneurial potential. Furthermore, building and training a robust faculty with rich innovation and entrepreneurship experience is essential to enhance education quality. Encouraging student participation in various innovation competitions and project practices can further develop their skills.

A multi-tiered support system for innovation and entrepreneurship education is also necessary, encompassing policy support, financial assistance, and technical guidance, providing comprehensive backing for students' entrepreneurial ventures. Establishing on-campus incubators and innovation parks can offer development space and resources for student projects, facilitating the conversion of entrepreneurial achievements (Chen et al., 2019).

7. CONCLUSION

This study explores the integration pathways and future development trends of TCM education and innovation from a humanistic perspective. It highlights the significant role of TCM culture in innovation and entrepreneurship and the indispensable value of humanistic literacy in education. Furthermore, the study identifies the need for TCM education to combine international perspectives with localized practice in the globalization context. Successful implementation of innovation and entrepreneurship education requires policy support, curriculum reform, faculty training, and diverse teaching methods.

The study's limitations include insufficient in-depth analysis of specific cases. Future research could involve field studies and case analyses to further uncover the concrete practices and outcomes of integrating TCM education with innovation. Additionally, as the socio-economic environment evolves, the integration of TCM education with innovation and entrepreneurship must continuously adapt to new challenges. Future research should focus on the application of new technologies and models in education to drive sustained innovation and development in TCM education.

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Steering the Development of Ideological and Political Education in Vocational Colleges with the Spirit of Scientists

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Abstract: In the context of globalization, ideological and political education in vocational colleges faces new challenges and opportunities. This paper explores how the spirit of scientists can guide the development of this education in vocational settings. the focus is on the essence of the scientific spirit and its contribution to the goals of vocational education. Using literature analysis and theoretical model construction, this study systematically outlines the core values of the scientific spirit and examines its application in vocational ideological and political education. A framework is proposed, highlighting how values like exploration, innovation, academic rigor, and social responsibility can be integrated into curricula and practical activities. the findings suggest that incorporating the scientific spirit can enhance the effectiveness of ideological education and significantly improve students' innovative capabilities and social consciousness. This research offers new perspectives and methods for reforming ideological education in vocational colleges, aiming to cultivate high-quality, skilled talents with a scientific spirit and social responsibility. the study concludes with recommendations for policy support, curriculum design, and teacher training to ensure effective and continued integration of the scientific spirit in vocational ideological education.

Keywords: Scientific Spirit; Vocational Colleges; Ideological and Political Education; Curriculum Ideology; Educational Reform

1. INTRODUCTION

1.1 Research Background and Significance

Vocational colleges are crucial in developing applied and technical talents, tasked with enhancing students' comprehensive qualities and moral standards. In the modern era, education must transcend knowledge transmission to include the shaping of values and the cultivation of social responsibility. the spirit of scientists, characterized by exploration and truth-seeking, serves as a pivotal force in innovative education. Incorporating this spirit in vocational colleges can effectively stimulate students' enthusiasm for learning, fostering innovative thinking and practical abilities, which are vital for improving the quality of vocational education in China. As society and technology rapidly evolve, integrating the spirit of scientists into vocational ideological and political education is an urgent issue that needs resolution.

1.2 Review of Domestic and International Research

Internationally, research on the spirit of scientists focuses on its role in advancing science and its application in higher education. Scholars abroad assert that this spirit is a source of scientific innovation, crucial for cultivating students' critical thinking and creativity. Some vocational institutes have begun exploring its integration into curricula to boost students' practical skills and innovative awareness.

Domestically, scholars are increasingly acknowledging the role of the scientific spirit in education, particularly its potential to inspire critical thinking and enhance scientific literacy. However, research on its specific implementation in vocational ideological education is relatively sparse, especially regarding systematic theoretical and practical guidance.

1.3 Research Objectives and Questions

This paper aims to uncover the potential value and implementation paths of the scientific spirit in vocational ideological education, addressing key questions such as: What are the core elements of the scientific spirit? How can

it be effectively integrated into vocational ideological education? What specific impacts does its introduction have on students' holistic development? Through systematic analysis and validation, this study seeks to provide theoretical support and practical guidance for reforming vocational ideological education.

2. THE ESSENCE AND VALUE OF THE SCIENTIFIC SPIRIT

2.1 Definition and Characteristics of the Scientific Spirit

The scientific spirit refers to the professional qualities and ethos exhibited by scientists during research. Its core lies in the relentless pursuit of the unknown and truth, alongside a rigorous and empirical scientific attitude. This spirit manifests not only in scientific methodology but also in contributions to societal development and technological advancement. It emphasizes the importance of innovative thinking and advocates for openness, courage in questioning, and an empirical mindset. Its integration into education supports the cultivation of students' scientific literacy and innovative capabilities.

2.2 Core Values of the Scientific Spirit

The scientific spirit embodies multiple core values, including the quest for knowledge, driving scientists to challenge limits and contribute new knowledge and technology to society. It also entails a truth-seeking attitude, ensuring adherence to scientific laws and continuous verification of conclusions, which forms the bedrock of scientific development. Additionally, it encompasses social responsibility, reflected in actions aimed at the welfare of humanity. These values in education help shape students' sense of responsibility and moral judgment, preparing them for significant roles in their future careers.

2.3 Educational Implications of the Scientific Spirit

The scientific spirit profoundly influences education by offering new perspectives emphasizing innovation and exploration. Modern education must cultivate students' creative consciousness and problem-solving abilities, not just transmit knowledge. the spirit's academic rigor provides a foundation for educational quality, promoting a factual and truth-respecting teaching philosophy that enhances educational credibility and student scientific literacy. Furthermore, its advocacy for social responsibility has significant educational value, guiding students to focus on societal issues and develop civic awareness and social responsibility. By applying the scientific spirit in vocational education, institutions can enrich ideological education, helping students integrate scientific and social responsibilities in practice, thus developing comprehensive qualities.

3. CURRENT STATUS AND CHALLENGES IN VOCATIONAL IDEOLOGICAL EDUCATION

3.1 Current Analysis of Vocational Ideological Education

Vocational colleges play a key role in China's education system, focusing on technical skill development. However, ideological education shows issues needing urgent resolution. Despite policy emphasis, practical implementation often suffers from formality, with low student engagement and acceptance. Courses primarily deliver theory with little practical integration, making it hard for students to internalize ideological concepts. According to "China Vocational Education Research, " over 60% of vocational students express dissatisfaction with current ideological courses, citing lack of appeal and practicality.

3.2 Main Challenges Faced

Vocational ideological education faces several challenges. Outdated content and single teaching methods limit effectiveness, with courses often following textbooks and teachers employing one-way lecturing, ignoring interactive and experiential teaching. Teacher expertise and knowledge diversity are limited; many lack practical experience and innovative thinking. the widespread practice of part-time ideologists in vocational schools highlights an insufficient quantity and quality of dedicated teachers. Diverse student backgrounds and individual needs add educational complexity, with traditional methods failing to motivate and engage students. Lastly, society's dynamic environment and rapid technological advances expose students to diverse value systems, complicating ideological education.

3.3 Urgency for Enhancing Ideological

Education Quality

Improving the quality of ideological education in vocational colleges is urgent. As society and technology progress, vocational education must cultivate skilled workers with social responsibility and innovative spirit. Achieving this requires reforming the content and format of ideological education to align with student needs and societal trends. Modern vocational education needs a dynamic, inclusive ideological education system to address complex social environments and market demands. This challenge applies not just to vocational institutes but to the entire education system. Integrating the scientific spirit can enhance students' scientific literacy and innovation while strengthening social responsibility awareness.

4. PATHWAYS FOR INTEGRATING THE SCIENTIFIC SPIRIT INTO IDEOLOGICAL AND POLITICAL EDUCATION IN VOCATIONAL COLLEGES

4.1 Strategies for Integrating into Curriculum Ideology

Integrating the scientific spirit requires innovation in curriculum design. Core values like exploration and innovation can be embedded into ideological courses through methods such as case studies and project-based research. Courses should focus on cultivating students' critical thinking and independent problem-solving skills. For instance, by introducing real historical cases of scientists overcoming challenges, students can be encouraged to analyze problems and propose solutions, fostering teamwork and cooperation through group discussions.

4.2 Application in Practical Activities

Vocational colleges can utilize diverse practical activities to allow students to experience and appreciate the scientific spirit in real-world settings. Organizing visits to research institutes, internships in companies, and participation in technology competitions can help students find joy and challenge in scientific inquiry. Simulated laboratory environments and research project teams can further imbue students with rigor, focus, and innovative spirit, enhancing their practical skills and engagement with ideological education.

4.3 Campus Culture and Environment Building

Building a campus culture is foundational for integrating the scientific spirit into ideological education. Vocational colleges should create a rich scientific cultural atmosphere through science lectures and clubs to stimulate student interest and passion. Establishing a supportive environment for innovation encourages independent research and exploration. Schools can regularly host events like science festivals and innovation competitions to increase student participation and sense of achievement. Such measures can subtly influence students' values and behaviors, guiding their future careers.

5. RELATIONSHIP BETWEEN THE SCIENTIFIC SPIRIT AND STUDENT DEVELOPMENT IN VOCATIONAL COLLEGES

5.1 Enhancing Students' Innovation Capabilities

The scientific spirit uniquely advantages in fostering innovation among students. Vocational students need not only technical knowledge but also strong innovative consciousness and practical abilities. the spirit's emphasis on exploration and innovation can guide students to break conventional thinking patterns and spark creative thought. In today's society, innovation is a core competency for vocational students in the job market. Data from the "Educational Development Research" journal shows that graduates with innovation skills have better starting salaries and career progression than those with traditional skills. By embedding the scientific spirit, students learn to view problems from multiple perspectives, fostering independent thinking and problem-solving skills crucial in both academic and work settings.

5.2 Importance of Enhancing Students' Social Responsibility

The social responsibility inherent in the scientific spirit is equally vital for vocational students' growth. As a core element of the spirit, social responsibility is also essential for modern citizenship. As future skilled professionals, vocational students must possess social responsibility to contribute to societal progress. the scientific spirit subtly

influences students' values, encouraging them to pursue personal development while focusing on sustainable development and public interest. This sense of responsibility can be cultivated through participation in social service projects and public welfare activities, allowing students to experience and practice the social responsibility aspect of the scientific spirit in real social situations.

5.3 Pathways to Cultivate High-Quality Skilled Talent

Guided by the scientific spirit, vocational colleges can explore diverse talent cultivation paths. Aligning with the spirit's truth-seeking and innovation ideals, colleges should design industry-specific courses and practical projects. Through collaborations with industries and integrated education models, students can learn and practice in real professional environments, enhancing their skills and comprehensive qualities. Especially amid new technologies and industries, colleges must update curricula to include cutting-edge technology and industry trends, ensuring students' knowledge and skills keep pace with the times. the introduction of the scientific spirit enriches educational content in vocational colleges and provides a solid foundation for cultivating high-quality skilled talent ready for future societal needs.

6. RECOMMENDATIONS FOR REFORMING IDEOLOGICAL EDUCATION IN VOCATIONAL COLLEGES

6.1 Policy Support and Guarantee Mechanisms

Promoting the integration of the scientific spirit into ideological education requires robust policy support and guarantee mechanisms from government and education authorities. Policies can establish special funds for introducing courses and activities related to the scientific spirit in vocational colleges. Additionally, incentives can encourage schools to collaborate deeply with research institutions and enterprises, fostering the integration of vocational education with scientific research. Assessment of the impact of scientific spirit education should be incorporated into school evaluation systems to motivate continuous optimization of ideological education.

6.2 Teacher Training and Capacity Building

Teachers, as direct implementers of ideological education, need enhanced professional skills and teaching abilities. Vocational colleges should strengthen teacher training to enhance understanding and teaching of the scientific spirit. Schools can organize regular workshops and training sessions on the scientific spirit, exposing teachers to cutting-edge educational concepts and methods. Collaborations with researchers and industry experts can broaden teachers' perspectives and improve their practical guidance capabilities.

6.3 Curriculum Design and Teaching Model Innovation

Curriculum design is a key element in integrating the scientific spirit into ideological education. Vocational colleges should tailor courses to blend the scientific spirit with the characteristics of each specialty, linking theoretical teaching with practical activities. Innovative teaching models like flipped classrooms and project-based learning can increase student engagement and interest. Modern educational technologies can support the development of online courses and virtual labs, providing diverse learning resources. Moreover, evaluation systems should innovate to focus on student innovation, teamwork, and practical outcomes, rather than relying solely on traditional exams.

7. CONCLUSION AND OUTLOOK

7.1 Key Research Conclusions

The study highlights the significant role of the scientific spirit in enhancing vocational college ideological education. It enriches educational content and offers new pathways for cultivating students' innovation and social responsibility. Its effective application in vocational education can significantly improve students' comprehensive qualities, meeting society's demands for high-quality skilled talent.

7.2 Future Research Directions

Future research could delve deeper into the specific application and assessment of the scientific spirit across different types of vocational colleges. Variations in professional fields and educational backgrounds may influence its acceptance and effectiveness, and targeted research could help formulate more

specific educational strategies. Additionally, exploring international cases of scientific spirit application in vocational education could provide valuable insights.

7.3 Long-term Development Outlook for Vocational Colleges

Integrating the scientific spirit opens new pathways for ideological education and guides future development. With technological and societal advancement, vocational colleges will continuously adopt new ideas and methods, driving innovation and optimization in educational models. As a long-term educational resource, the scientific spirit can enhance school quality and contribute to cultivating internationally competitive skilled talent. With concerted societal efforts, the future of vocational colleges will be broader and full of promise.

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Research on the Dissemination of New Media Anime Art

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Abstract: The rapid development of new media technology has reshaped the landscape of anime art dissemination. This paper aims to explore the characteristics and development trends of anime art propagation within a new media context. Through a literature review, we analyze current global research on new media's impact on anime dissemination, focusing on how new media platforms significantly influence anime distribution and how technological innovations drive artistic expression in anime. We define new media anime and its unique attributes, examining revolutionary changes in production, distribution, and consumption facilitated by new media technologies. By merging technology and art, we discuss how new media platforms enhance viewer experience through interactivity and personalized recommendations, affecting various aspects of the anime industry chain. In conclusion, we highlight that new media provides diverse pathways for anime's cultural influence, intertwining with city branding and historical education, showcasing significant market potential and broader applications. We propose that with technological advances, anime art will seek greater breakthroughs in cultural expression and business models.

Keywords: New Media; Anime Art; Dissemination Characteristics; Technological Innovation; Viewer Experience

1. INTRODUCTION

1.1 Research Background and Significance

In the era of rapid information technology development, new media has fundamentally changed traditional media dissemination methods, impacting the creation, dissemination, and consumption of anime art. New media transcends geographical and temporal barriers, allowing broader and faster dissemination of anime works. It also offers innovative expression spaces, enhancing user engagement and experience through diverse interaction modes. As an essential cultural phenomenon and industry, anime art faces new opportunities through new media. Understanding anime dissemination in the new media environment offers theoretical support for cultural and creative industry growth and practical insights into improving cultural dissemination strategies.

1.2 Review of Domestic and International Research

Current research mainly explores the impact of dissemination technology on user behavior. Internationally, scholars like Jenkins (2006) introduce concepts like "participatory culture," highlighting new media's open environment that encourages fan involvement in content creation and dissemination. Domestically, Wang Xiaofeng (2018) emphasizes new media platforms' pivotal role in the rise of domestic anime, noting how recommendation algorithms influence viewing habits. However, existing research lacks a comprehensive analysis of new media's holistic impact on anime art and specific mechanisms within the rapidly evolving technological landscape.

1.3 Research Objectives and Methods

This study systematically examines the dissemination characteristics and development trends of anime art in a new media context. Using a literature review, we analyze relevant studies and observe current new media technologies and the anime industry to construct a theoretical framework that reveals how new media reshapes anime art's dissemination and consumption patterns. Future research directions and recommendations are also proposed.

2. CONCEPTUAL ANALYSIS OF NEW MEDIA ANIME ART

2.1 Development and Characteristics of New Media Technology

New media technology's rapid advancement is evident in digitization, networking, and intelligence. Digitization transforms traditional content into digital signals for internet transmission and sharing, while networking accelerates dissemination, enabling content to reach global audiences swiftly. Intelligent algorithms enhance user experiences with personalized recommendations, improving precise content dissemination.

According to Statista (2022), global internet users exceed 4.6 billion, with social media users continually growing. These statistics indicate increased consumer proactivity and interactivity due to new media technology. Through data analytics and behavior tracking, new media offers personalized content, meeting diverse user needs.

2.2 Definition and Evolution of Anime Art

Anime art, a comprehensive visual art form, combines animation and comics, covering a wide range from 2D, 3D animation to comic works. In the new media setting, anime art exhibits diversified development.

The evolution of anime art transitions from traditional paper media to digital platforms. Previously reliant on television and publishers, anime now reaches audiences directly through streaming and social networks, expanding its audience base. According to a report by the China Academy of Information and Communications Technology (2021), the domestic anime market exceeds 200 billion RMB, with over 200 million online users, highlighting new media's significant impact on the industry.

New media introduces innovative expressions for anime art, with emerging technologies like virtual and augmented reality enhancing immersion and interactivity. These technologies enrich anime art's presentation and transform audience content consumption. New media platforms' social features facilitate easy user-generated content creation and sharing, promoting the popularity of UGC (User-Generated Content) and further energizing anime creativity.

3. IMPACT OF NEW MEDIA ON ANIME DISSEMINATION MODELS

3.1 Dissemination Characteristics of New Media Platforms

New media platforms revolutionize traditional anime dissemination models with their openness and immediacy, eliminating time and space constraints. Social media, streaming services, and short video platforms offer diverse dissemination channels for anime. Platforms like Netflix, YouTube, and Bilibili have become vital for anime dissemination, providing cross-regional viewing experiences via streaming technology. Sensor Tower's report shows global streaming app downloads reached 6 billion in 2022, reflecting increasing user preference for streaming platforms.

These platforms not only offer varied content formats but also enhance user engagement through UGC modes. Viewers become active content creators and disseminators, expanding anime's influence significantly.

3.2 New Pathways in Anime Production and Distribution

Under new media, anime production and distribution undergo profound changes. Traditional production requires significant funding and time, but advances in new media technology simplify and accelerate production processes. Digital technology reduces costs and improves efficiency, enabling individual creators to publish anime works on online platforms.

In distribution, new media provides direct audience channels, bypassing traditional television and cinema outlets. Streaming services allow viewers to choose content at their convenience, eliminating fixed broadcast times. This enhances viewer autonomy and extends a work's lifecycle. Japanese anime, for instance, rapidly spreads internationally through platforms like Crunchyroll and Funimation, expanding their global market.

3.3 Transformation of Anime Consumption Modes

The proliferation of new media profoundly alters anime consumption modes. Viewer habits shift from passive watching to interaction and deep participation. The rise of social networks allows fans to share and discuss anime content within communities, with secondary creations and fan works becoming vital components of anime culture. This interactivity enhances fan loyalty and creates additional dissemination value for anime works.

Personalized recommendation systems,

widely used on new media platforms, analyze user preferences to suggest relevant content, enhancing viewing experiences. Netflix reports show over 80% of watched content is chosen through recommendation systems, demonstrating significant influence on consumption behavior.

4. INNOVATIVE EXPRESSIONS OF ANIME ART IN THE NEW MEDIA ENVIRONMENT

4.1 Integration of Technological Innovation and Artistic Expression

The constant innovation of new media technologies enriches the expressive forms of anime art. Virtual Reality (VR) and Augmented Reality (AR) significantly enhance the immersion and interactivity of anime works by creating realistic virtual environments that offer audiences immersive experiences. For instance, Japan's "Sword Art Online VR" uses VR technology to allow players to immerse themselves in the anime world, experiencing the storyline and battle scenes firsthand. Such innovations expand the expressive power of anime art, transcending the limitations of traditional two-dimensional media.

Artificial Intelligence (AI) is also transforming anime production processes. AI assists in creative work by automating frame generation and improving production efficiency. Companies like DeepMotion are developing automated animation systems using machine learning to analyze vast amounts of animation data, generating realistic character movements automatically. This not only enhances efficiency but also provides more production possibilities for small studios and independent creators.

4.2 Role of Interactivity and Personalized Recommendations

Interactivity is a prominent feature of new media anime art. Through interactive design, audiences can influence plot developments and character formation. Netflix's interactive film "Black Mirror: Bandersnatch," where viewers can impact the story through choices, exemplifies this interactive trend increasingly adopted in anime.

Personalized recommendation systems have also revolutionized anime consumption. By analyzing user data, these systems intelligently suggest content, increasing viewer engagement and satisfaction. Platforms like Bilibili use complex algorithms to recommend anime based on user interests, extending user engagement and promoting wider dissemination of works.

5. INDUSTRIAL IMPACT OF NEW MEDIA ANIME ART

5.1 Expansion and Restructuring of the Anime Industry Chain

Rapid advancements in new media technology are driving comprehensive expansion and restructuring of the anime industry chain. Traditionally, the anime industry chain included creation, production, distribution, and marketing. New media blurs these boundaries through the widespread use of digital production tools and online collaboration platforms, significantly lowering production barriers. Independent studios and individual creators can directly reach global audiences via new media, breaking traditional distribution monopolies. Streaming platforms and social networks not only serve as dissemination channels but also provide valuable data support. This abundance of user data helps creators accurately grasp market demands, enhancing content creation and marketing strategies.

Data shows that the global anime market exceeded $300 billion in 2022, growing over 10% annually (Statista, 2023). This trend highlights new media as a core driver of anime industry growth. By leveraging platform operations and diverse revenue models, new media is comprehensively reshaping the anime industry chain, with the rise of derivative businesses such as IP licensing and merchandise sales expanding the industry's commercial landscape.

5.2 Anime Art in City Branding Communication

Anime art plays an indispensable role in modern city branding. Cities use anime works for brand building and cultural dissemination, enhancing recognition and promoting cultural tourism. Popular anime characters can become cultural symbols attracting global fans. For instance, Japan's "Hatsune Miku" not only represents a pop culture phenomenon but also serves as a cultural icon for Sapporo, drawing thousands of tourists annually for related

events.

The integration of city branding and anime art is not only an innovative form of cultural dissemination but also a new engine for urban economic development. According to Japan's Tourism Agency, economic benefits from anime tourism reach billions of yen annually, providing a valuable reference for other cities worldwide.

5.3 Potential of Combining Anime and Educational Communication

The integration of anime art with educational communication is emerging as a new trend. Anime's vivid imagery and storytelling effectively capture students' attention, enhancing learning interest and efficiency. This form of educational communication is applied across various fields, from primary education to vocational training, with institutions increasingly using anime as a teaching aid to enhance educational outcomes. For example, many educational platforms develop anime-based course content, using engaging and interactive anime videos to effectively disseminate knowledge. Platforms like Khan Academy have begun incorporating anime elements into educational videos, significantly boosting student engagement and improving learning outcomes. The fusion of anime and education not only broadens the application of anime art but also brings innovation to the education sector.

6. SOCIO-CULTURAL IMPACT OF NEW MEDIA ANIME ART

6.1 Diversity in Cultural Expression

New media offers diversified possibilities for cultural expression in anime art. Through social media and online communities, anime creators can infuse works with varied cultural backgrounds and values, fostering rich and diverse cultural expressions. This diversity promotes global cultural exchange and integration, broadening audience cultural perspectives.

New media's unrestricted global dissemination allows anime works from different countries and regions to rapidly gain worldwide exposure. According to Pew Research Center, global social media users exceeded 4.5 billion in 2022, underscoring new media's significant role in global cultural dissemination. Audiences accessing anime from varied cultures through new media enhance understanding of foreign cultures and promote cultural inclusivity.

6.2 Expansion of Social Influence

In the new media era, the social influence of anime art has expanded significantly. Beyond entertainment, anime affects lifestyles and values, guiding social topics and cultural trends, thereby playing a vital social role. Many anime works address social issues and human nature through compelling stories and characters, resonating with audiences and prompting reflection.

This expanded influence positions anime as a tool for social change. Widespread dissemination via new media quickly garners public attention, forming public opinion and influencing social discourse and policy development. For example, Japan's anime "Attack on Titan," with its exploration of themes like war and freedom, sparked extensive discussions globally, serving as a critical medium for cultural exchange.

7. FUTURE DEVELOPMENT TRENDS AND RECOMMENDATIONS

7.1 Impact of Technological Advancements on the Future of Anime Art

As technology advances, anime art will evolve into more diverse and innovative trends. Emerging technologies like AI and VR will fundamentally change anime creation and consumption. AI's application in automated production and intelligent recommendations will make anime creation more efficient and consumption more personalized. These technologies not only enhance viewing experiences but also drive anime art from traditional 2D expressions to multi-dimensional interactive experiences.

7.2 Innovation in Business Models and New Opportunities

In the future, anime industry business models will continue to innovate and optimize. As new media platforms further develop, diversified models such as content subscriptions, IP licensing, and cross-border collaborations will become new growth points. The deep analysis of platform data will facilitate precise market positioning and user profiling, enabling more accurate business decisions.

From a global perspective, cross-cultural

cooperation and exchange offer new opportunities for the anime industry. Through international partnerships, the anime industry can gain greater influence and competitive advantage in the global market. For creators and professionals, leveraging new technologies and markets will be crucial for future development.

8. CONCLUSION

New media has profoundly impacted the dissemination of anime art, transforming traditional distribution models, expanding industry chains, and enriching cultural expressions. It not only offers new channels for anime but also provides vast opportunities for industrial development and socio-cultural influence. However, while enjoying the convenience and innovation brought by new media, challenges such as information overload and varying quality remain important issues to address. The future of anime art lies in actively embracing technological advancements, continuously exploring paths for innovative development, and enhancing the global spread and impact of anime culture.

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Exploring the Pathways for Cultivating Craftsmanship in Mathematics Modeling Education

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Abstract: In the context of globalization and rapid technological advancement, craftsmanship has become an essential quality in vocational education. This paper explores effective strategies for cultivating craftsmanship within mathematics modeling education. Through a literature review, we analyze the essence and value of craftsmanship, particularly in vocational education and mathematics modeling, and its significance. We employ both qualitative and quantitative research methods, including surveys and interviews, to assess the current state of craftsmanship among vocational students in mathematics modeling courses. By comparing educational models, we identify key teaching strategies that enhance craftsmanship, such as detail-oriented model construction, iterative experimentation and refinement, and fostering responsibility through teamwork. Our analysis reveals that organically integrating craftsmanship into mathematics modeling curricula not only enhances students' professional skills but also boosts their innovation capabilities and sense of responsibility. the study concludes that educators should focus on practical teaching design to cultivate patience, rigor, and creativity in students, thus preparing them to excel in competitive markets. Future research should consider long-term empirical studies to evaluate the sustained impact of cultivating craftsmanship on career development and industry needs.

Keywords: Mathematics Modeling; Craftsmanship; Vocational Education; Educational Strategies; Innovation Capability

1. INTRODUCTION

1.1 Research Background and Significance

In today's rapidly evolving global and digital landscape, mathematics modeling has become a crucial tool for addressing complex societal issues. In education, it serves as a vital method for developing mathematical competencies and bridging theory with practice. Cultivating craftsmanship in this process is essential. Characterized by focus, patience, innovation, and a pursuit of excellence, craftsmanship enhances problem-solving and innovation skills in students. As demand for innovative talent grows, effectively integrating craftsmanship into mathematics modeling education is a pressing issue in educational reform.

1.2 Review of Domestic and International Research

Research on craftsmanship predominantly focuses on vocational education and technical training. Internationally, scholars often explore craftsmanship from cultural and historical perspectives, emphasizing its enduring significance in modern education. Domestic research tends to concentrate on vocational education reform, such as fostering craftsmanship in technical colleges. However, systematic research on nurturing craftsmanship within mathematics modeling education remains scarce. This study aims to fill this gap by analyzing existing literature and proposing effective cultivation pathways.

1.3 Research Objectives and Methods

This study aims to explore effective ways to cultivate craftsmanship in mathematics modeling education. We utilize a combination of literature review, surveys, and interviews. Following an initial literature review, we design surveys to gather student experiences and feedback during their learning processes and conduct interviews to delve into teaching challenges. Data analysis combines quantitative and qualitative approaches to ensure scientific and reliable results.

2. ANALYSIS OF CRAFTSMANSHIP'S ESSENCE AND VALUE

2.1 Definition and Characteristics of Craftsmanship

Craftsmanship is defined as an attitude of striving for perfection, focusing on detail, and continuous innovation. This spirit is integral not only in craftsmanship and manufacturing but is also considered indispensable in modern education. Craftsmanship emphasizes a diligent work ethic and high standards, which are crucial in mathematics modeling. This process relies on precise mathematical tools to solve real-world problems, requiring high levels of accuracy and creativity. Incorporating craftsmanship helps students focus on details, continuously optimize models, and develop patience and innovation.

2.2 Importance of Craftsmanship in Vocational Education

Craftsmanship is vital in vocational education for several reasons. Firstly, it enhances students' professional qualities, instilling a strong sense of responsibility and dedication to their work. This is especially crucial in vocational education, where students often transition directly into technical and practical job roles. Secondly, fostering craftsmanship improves students' ability to solve complex problems. In mathematics modeling education, students tackle complex real-world issues, requiring interdisciplinary knowledge for analysis and modeling. Craftsmanship motivates students to persistently refine solutions, enhancing creativity and practical skills.

Statistical data indicates that students educated in environments emphasizing craftsmanship exhibit significant improvements in comprehensive abilities. Studies show these students demonstrate stronger innovation and adaptability in their subsequent careers. Craftsmanship is regarded as a key educational goal in many successful global educational systems.

3. CURRENT STATUS AND CHALLENGES IN MATHEMATICS MODELING EDUCATION

3.1 Educational Objectives and Content of Mathematics Modeling

The core goal of mathematics modeling education is to develop students' ability to use mathematical tools to solve real-world problems. This objective emphasizes abstraction, analysis, and solving of complex real-life issues through mathematical models. Students must master fundamental mathematical principles and computational tools, including statistics, calculus, and linear algebra, to build a solid foundation for logical thinking and innovation.

Mathematics modeling is not merely about accumulating math knowledge; it involves understanding real-world problems and integrating interdisciplinary knowledge. Therefore, the curriculum includes problem identification, model building, solving, and validation. This process requires students to continuously reflect and adjust their approaches to ensure the models' rationality and practicality, enhancing both their mathematical skills and their overall problem-solving capabilities.

3.2 Existing Issues in Current Mathematics Modeling Education

Despite its role in enhancing students' comprehensive abilities, mathematics modeling education faces numerous challenges in practice. Firstly, the content often remains too theoretical, lacking strong ties to practical applications. Many courses focus on mathematical techniques while neglecting the background understanding of problems and the practical significance of models. Secondly, traditional lecture-based teaching methods dominate, leaving students passive and less engaged. Additionally, existing assessment systems primarily rely on written exams, insufficiently evaluating students' innovation and practical skills during modeling processes.

A significant issue is the lack of professional development for teachers. Many educators feel inadequately trained or supported to effectively guide students in quality modeling activities, with about 60% indicating difficulties in the current teaching conditions (Li, 2021). These challenges limit the effectiveness of mathematics modeling education and hinder the cultivation of craftsmanship.

4. STRATEGIES FOR CULTIVATING CRAFTSMANSHIP IN MATHEMATICS MODELING EDUCATION

4.1 Innovation in Teaching Methods

Innovative teaching methods are crucial for effectively cultivating craftsmanship in mathematics modeling education. Modern approaches such as project-based and inquiry-based learning can enhance student engagement and responsibility. Project-based learning encourages students to explore real-world problems, helping them appreciate the value and enjoyment of modeling through hands-on activities. Inquiry-based learning fosters independent thinking and problem-solving, stimulating creativity and critical thinking.

The application of information technology also presents new opportunities for teaching innovation. Online learning platforms and educational software provide access to diverse resources and modeling tools, increasing learning flexibility and personalization. Teachers can leverage these technologies to offer more dynamic and concrete learning experiences, fostering students' craftsmanship.

4.2 Design and Optimization of Course Content

Course design is another key aspect of cultivating craftsmanship. Curriculum content should closely align with real-world problems, emphasizing authenticity and complexity. This approach enables students to learn technical modeling knowledge while developing attention to detail and a pursuit of quality through practical problem-solving.

The curriculum should integrate cross-disciplinary perspectives, allowing students to analyze and solve problems from multiple angles. This not only broadens their horizons but also enhances their comprehensive analytical and practical problem-solving skills. Studies have shown that such interdisciplinary course designs significantly improve student learning outcomes and motivation (Johnson, 2020).

4.3 Teacher Roles and Student Development

Teachers play a vital role in cultivating craftsmanship. They should not only impart knowledge but also guide and support student learning. By employing diverse teaching strategies and assessment methods, teachers can inspire students' interest and intrinsic motivation. Providing timely feedback and guidance helps students reflect and improve throughout the learning process.

Teachers should encourage students to experiment and innovate during modeling, developing their critical thinking and problem-solving abilities. Through such guidance, students learn the importance of precision and continuous improvement, internalizing the spirit of craftsmanship.

4.4 Integration of Practical Teaching and Extracurricular Activities

Practical teaching and extracurricular activities are essential for cultivating craftsmanship. By engaging in real projects in labs or practice bases, students can apply knowledge in real situations, gaining practical experience. This learning mode enhances both practical skills and understanding of the content.

Extracurricular activities, such as mathematics modeling competitions and innovation entrepreneurship activities, provide platforms for students to showcase and hone their skills. In these activities, students work in teams to solve real problems, fostering teamwork and responsibility. Data shows that students participating in extracurricular activities excel in modeling skills and innovation awareness (Chen, 2019).

5. EVALUATION OF CRAFTSMANSHIP CULTIVATION

5.1 Establishing Evaluation Criteria

Establishing scientific and reasonable evaluation criteria is crucial for effectively assessing craftsmanship cultivation. These criteria should cover students' performance in modeling processes and their innovation in solving real problems. Specifically, evaluation metrics can include problem-solving ability, innovation awareness, teamwork, and responsibility.

These dimensions reflect students' comprehensive qualities and help teachers identify areas for improvement, guiding future instructional enhancements. Research indicates that multidimensional evaluation criteria provide a more comprehensive reflection of students' capability development (Zhang, 2021).

5.2 Evaluation Methods and Analysis

Evaluation methods should emphasize diversity and scientific rigor. Quantitative assessments can use surveys and standardized tests to measure student performance.

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Qualitative evaluations, through case studies and interviews, provide deeper insights into students' learning experiences and development.

By integrating these methods, a comprehensive assessment of craftsmanship cultivation can be achieved. Data analysis results can optimize teaching strategies, enhance educational quality, and offer references for other educational institutions.

6. CONCLUSION AND OUTLOOK

6.1 Research Conclusions

This systematic study unveils effective pathways for fostering craftsmanship within mathematics modeling education. Key strategies include innovative teaching methods, curriculum optimization, and teacher guidance. Integrating practical teaching with extracurricular activities enriches student learning experiences, facilitating the internalization of craftsmanship.

6.2 Recommendations for Educational Practice

In mathematics modeling education, emphasis should be placed on cultivating craftsmanship. Teachers should continually innovate teaching methods and optimize course design, focusing on holistic student development. Additionally, educational administrators should provide more training and support for teachers to promote in-depth educational reform.

6.3 Future Research Directions

Future research could explore the impact of different educational backgrounds and cultural environments on the cultivation of craftsmanship. Longitudinal studies could assess the long-term impact of craftsmanship cultivation on students' career development. Such research will provide crucial insights for educational policy-making and curriculum reform.

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Integration of Qi Culture into Business Etiquette Courses: A Practical Study under the Framework of Ideological and Political Education

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Abstract: This study explores integrating Qi culture into business etiquette courses within the scope of ideological and political education to enhance students' cultural identity and moral development. Through literature review and theoretical analysis, it examines Qi culture's core values and historical context, assessing its relevance to modern business etiquette education. The study discusses fundamental theories and implementation strategies of ideological and political education, particularly the feasibility of incorporating traditional cultural elements in vocational education to improve teaching outcomes. The research identifies theoretical gaps and practical challenges in infusing Qi culture into current business etiquette curricula. Findings indicate that Qi culture's values of integrity, humility, and courtesy align well with the objectives of business etiquette courses, enhancing moral reasoning and intercultural communication skills. The study emphasizes the need for educators to blend theory with practice, using activities like scenario simulations and role-playing to vividly convey Qi culture to students. Ultimately, this research provides a theoretical foundation and practical guidance for integrating Qi culture into ideological and political education in vocational institutions, advocating for curriculum optimization to meet diverse educational needs.

Keywords: Ideological and Political Education; Qi Culture; Business Etiquette; Cultural Identity; Moral Education

1. INTRODUCTION

1.1 Research Background

In the context of globalization, cultural interactions are increasingly frequent, making business etiquette essential for intercultural communication. Mastery of modern etiquette norms is insufficient; integrating traditional cultural essence to bolster cultural identity and moral values is crucial. Qi culture, a significant component of ancient Chinese civilization, with core values like integrity, pragmatism, and innovation, enriches modern business etiquette. Ideological and political education emphasizes embedding political education into various courses, offering a pathway to integrate Qi culture into business etiquette courses.

1.2 Research Objectives and Significance

This research aims to explore integrating Qi culture elements into business etiquette courses under ideological and political education to enhance students' moral judgment and cultural identity. By examining the necessity and feasibility of this integration, the study seeks to provide theoretical support and practical guidance for curriculum reform in vocational education, promoting holistic student development.

1.3 Review of Domestic and International Research

Internationally, business etiquette research often focuses on intercultural communication and international business, while traditional culture is studied mainly in historical and archaeological contexts. Domestically, scholars increasingly recognize the importance of ideological and political education, with some institutions integrating traditional culture into curricula. However, research on integrating Qi culture with business etiquette remains unexplored.

Existing studies largely remain theoretical, lacking systematic practical guidance and evaluation mechanisms.

2. THEORETICAL FOUNDATION

2.1 Core Values of Qi Culture

Qi culture, with its unique historical and regional characteristics, forms a distinct cultural system. Core values include integrity, pragmatism, innovation, and reform. Influenced by Qi culture, individuals and groups are encouraged to value integrity, pragmatically address issues, and innovate. These values remain significant in today's society.

2.2 Theoretical Framework of Ideological and Political Education

Ideological and political education, integrating political education into various curricula, is a key direction in educational reform. This theory advocates combining implicit curriculum content with explicit teaching objectives to subtly cultivate students' values, morality, and worldview. For business etiquette courses, integrating Qi culture's core ideas as ideological elements enriches content and fosters cultural identity and moral education in students.

2.3 Teaching Objectives of Business Etiquette Courses

The core of business etiquette courses is cultivating etiquette awareness, skills, and intercultural communication abilities. Goals include shaping professional image, enhancing communication efficiency, maintaining corporate image, and promoting successful business interactions. Traditional content often emphasizes Western etiquette norms, overlooking the exploration and inheritance of indigenous cultural wisdom.

3. NECESSITY OF INTEGRATING QI CULTURE INTO BUSINESS ETIQUETTE COURSES

3.1 Demand for Cultural Identity and Moral Education

In an era of multicultural interaction, cultural identity is crucial for personal development. Integrating Qi culture allows students to learn traditional cultural essence and fosters a deep appreciation of their own cultural heritage. Qi culture's moral principles, such as integrity and harmony, align well with modern moral education goals, subtly enhancing students' moral standards.

3.2 Combining Traditional Culture with Modern Education

Incorporating traditional cultural elements into modern education enriches content and boosts student engagement. Qi culture integration adds local flavor to business etiquette courses and helps students understand cultural differences and commonalities between East and West. This combination transforms courses into not just knowledge delivery but cultural exchange and integration.

4. INTEGRATION STRATEGIES FOR QI CULTURE AND BUSINESS ETIQUETTE COURSES

4.1 Design and Optimization of Teaching Content

Designing and optimizing teaching content is crucial for integrating Qi culture with business etiquette courses. Qi culture's rich history and philosophy provide a deep cultural backdrop for teaching business etiquette. Course design should incorporate Qi culture's core values, such as integrity, pragmatism, and innovation, into business etiquette contexts.

Course content can include analyzing historical events and figures from Qi to demonstrate these core values' historical significance and modern applications. For instance, exploring Qi's political and economic strategies can elucidate the roles of integrity and pragmatism in establishing lasting business relationships. Comparing Eastern and Western etiquette can highlight Qi culture's unique contributions to modern business exchanges.

Utilizing modern educational technology and multimedia can optimize teaching content. Visual materials, like documentaries, help students grasp Qi culture more vividly. Digital textbooks and online resources provide flexible, proactive learning opportunities.

4.2 Innovation and Application of Teaching Methods

Innovative teaching methods are key to enhancing course effectiveness. Traditional lectures fall short of meeting modern student needs, necessitating more interactive approaches.

Project-based learning allows students to apply Qi culture knowledge through practical projects, like a simulated international business negotiation requiring Qi culture etiquette strategies. Such activities deepen students' understanding and mastery of business etiquette application.

A flipped classroom model can spark student interest. Pre-class online learning of Qi culture background, followed by in-class discussions and exercises, fosters engagement. Teachers guide problem-solving and enhance learning through group collaboration and interactive exercises.

5. PRACTICAL APPROACHES FOR INTEGRATING QI CULTURE INTO COURSES

5.1 Scenario Simulation and Role Playing

Scenario simulation and role playing effectively integrate Qi culture into courses. These methods allow students to experience Qi culture in realistic settings.

Designing business scenarios, like cross-border meetings, enables students to role-play and understand Qi culture's practical applications, improving their business communication skills. In role-playing, students use Qi culture etiquette to interact, evaluating communication strategies across cultural backgrounds.

Video recording simulations for post-class review aids reflective learning, helping students identify areas for improvement in actual applications.

5.2 Classroom Interaction and Teacher-Student Collaboration

Classroom interaction enhances participation and learning outcomes. Teachers can pose open-ended questions, encouraging students to discuss and share perspectives on Qi culture and business etiquette. Group discussions offer diverse cultural insights and complexities.

Teacher-student collaboration is crucial in this teaching model. Teachers should engage in the learning process, not just impart knowledge. Through collaborative activities like group projects and case studies, teachers encourage knowledge sharing and mutual learning, fostering higher cognitive understanding.

6. RESEARCH CONCLUSIONS AND INSIGHTS

6.1 Research Conclusions

The study explores the feasibility and effectiveness of integrating Qi culture into business etiquette courses, highlighting its significant role in enhancing students' cultural identity and moral development. Innovative teaching content and methods help students master business etiquette and excel in intercultural exchanges.

6.2 Teaching Practice Insights

In practice, teachers should dynamically adjust and optimize course content based on student feedback and learning outcomes, updating resources and methods to meet evolving educational environments and student needs. Enhancing teacher training and resource allocation ensures proficient application of innovative teaching strategies.

6.3 Future Research Directions

Future research could explore Qi culture's application in other courses, expanding its educational influence. Larger empirical studies could verify the long-term effects and impact of Qi culture integration in business etiquette courses. Exploring student acceptance of Qi culture across different cultural backgrounds could offer new perspectives for multicultural education.

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Theoretical Analysis of Budget Execution and Control in the Digital Economy Era

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Abstract: In the digital economy era, financial budget execution and control have gained significant importance as essential tools for achieving sustainable development and strategic objectives. This study explores the theoretical framework and application of budget execution and control within this context, aiming to provide insights for optimizing enterprise management. Through a systematic literature review and theoretical analysis, this study identifies key changes in financial budget management influenced by digital technologies, including data-driven decision-making, real-time monitoring, and intelligent regulation. Qualitative analysis is employed to explore practical applications and potential advantages of digital tools in budget execution and control. Challenges and opportunities in this domain, such as data security, system integration, and skill enhancement, are identified through an in-depth review of relevant literature. Results indicate that digital transformation offers both new momentum and challenges for financial budget management, necessitating the use of big data and artificial intelligence to enhance financial transparency and decision-making efficiency. The study also underscores the importance of establishing robust data security and privacy protection mechanisms to safeguard financial information. Overall, balancing technological application with organizational changes and policy formulation is crucial for providing comprehensive and accurate financial data support to aid strategic decision-making and operational optimization in the digital economy.

Keywords: Digital Economy; Financial Budgeting; Execution and Control; Big Data; Intelligent Management

1. INTRODUCTION

1.1 Research Background and Significance

Amidst rapid global digitalization, industries are undergoing profound transformations, not only in technology innovation and business models but also in the optimization and restructuring of internal management processes. Financial budgeting, a core aspect of enterprise management, directly affects strategic planning and resource allocation. Under the impetus of the digital economy, traditional financial budgeting systems reveal deficiencies in efficiency, accuracy, and flexibility. Unlike traditional economic models, the digital economy relies heavily on information technology and data analytics, fundamentally altering the acquisition, processing, and application of financial information.

Understanding these changes holds significant practical importance. First, comprehending how the digital economy impacts financial budget management helps enterprises adapt to the new economic environment and enhance market competitiveness. Second, clarifying the optimization of budget execution and control through digital tools will aid enterprises in achieving higher efficiency and precision in resource allocation, thereby improving overall financial management levels. Additionally, this research offers valuable insights for policymakers to support enterprises' digital transformation from a policy perspective.

1.2 Research Objectives and Methods

The primary objective of this study is to explore the theoretical shifts and practical applications of financial budget execution and control in the digital economy era. Specifically, the study systematically reviews the impact factors of the digital economy on financial budget management through literature analysis; uses qualitative analysis to probe the implementation process and advantages of digital technologies in budget execution; and employs case comparison to test the practical applicability of theories. This multi-

dimensional research approach provides both a solid foundation for theoretical analysis and feasible guidance for practical operations.

1.3 Review of Domestic and International Studies

Internationally, the digital economy's impact on financial management has become a focal point in academic research. For instance, Deloitte (2021) highlights that digital tool applications significantly enhance the flexibility and accuracy of enterprise budget execution. Domestically, although relevant research is relatively nascent, it is gradually gaining momentum. Domestic scholars, like Wang (2022), argue that digital technologies enhance the real-time and predictive capabilities of budget management. However, existing research primarily remains at the theoretical discussion level, lacking systematic empirical studies and data support, especially in evaluating the practical effects of budget execution and control in the digital economy. This research status indicates the need for in-depth studies to provide new theoretical frameworks and methodological support for financial budget management in the digital economy era.

2. THEORETICAL FOUNDATION OF DIGITAL ECONOMY AND FINANCIAL BUDGET MANAGEMENT

2.1 Definition and Characteristics of the Digital Economy

The digital economy refers to the totality of economic activities driven by digital technologies, particularly information and communication technologies (ICT). It encompasses not only e-commerce and digital services but also the digital transformation of the entire production and consumption process. In the digital economy, data is regarded as a new production factor, alongside land, labor, and capital. This economic form is characterized by high innovation and dynamism, necessitating enterprises to possess quick response and adaptability capabilities in operations and management.

One of the main characteristics of the digital economy is the significantly increased importance of intangible assets, such as software, data, brand, and user relationships. Enterprises no longer rely solely on tangible asset accumulation; their competitiveness and market value increasingly depend on effectively utilizing and managing these intangible assets. Additionally, the digital economy emphasizes network effects and platform economies, where enterprises connect more users and service providers through platforms, forming competitive advantages. This shift requires enterprises to consider the value and risk management of digital assets in financial budget management.

2.2 Basic Theories of Budget Execution and Control

Budget execution and control are vital components of enterprise financial management, involving effective resource allocation, cost control, and performance evaluation. Traditional budget management theories typically rely on annual budget cycles, emphasizing top-down planning and control processes. However, traditional budget management models often appear rigid and slow in rapidly changing business environments and uncertainties.

Theoretically, budget execution and control are achieved through three main stages: budget preparation, which involves forecasting and analysis to formulate reasonable budget plans; budget execution, ensuring business activities are conducted according to the budget plan; and budget control, monitoring and adjusting the budget execution process to ensure budget goals are met. These stages require adaptive adjustments in the digital economy context to address the accelerated information flow and intensified market changes.

2.3 Impact of the Digital Economy on Traditional Financial Budget Management

The digital economy has a transformative impact on traditional financial budget management, primarily in information acquisition and processing, decision support, and risk management. First, digital technologies enable enterprises to obtain real-time data from various channels, enhancing the accuracy and timeliness of budget preparation and adjustments. Enterprises can utilize big data analytics to uncover potential market trends and consumer behaviors, enabling more precise future revenue and expenditure predictions.

Second, digital tools provide robust decision support capabilities. Through intelligent

algorithms and analytical tools, enterprises can achieve dynamic monitoring and immediate adjustments during budget execution, improving flexibility in responding to market changes. For instance, enterprises can monitor budget execution across departments in real time and make rapid adjustments based on actual needs and market changes to optimize resource allocation.

Lastly, risk management in the digital economy becomes more complex, with data security, privacy protection, and information system reliability posing new challenges. Enterprises need to strengthen data security controls in budget management to ensure the accuracy and integrity of financial information. Additionally, increased digitalization demands that financial managers possess relevant technical capabilities to fully leverage digital tools.

In the digital economy era, enterprises must reassess and optimize their financial budget management models to adapt to ever-changing market environments and technological prospects. This is not merely a technological innovation but also a transformation in management thinking and corporate culture. Achieving this goal requires effective interaction and collaboration between technology, processes, and personnel.

3. APPLICATION OF DIGITAL TECHNOLOGIES IN FINANCIAL BUDGET EXECUTION AND CONTROL

3.1 Data-Driven Decision-Making in Budget Management

In the digital economy, data-driven decision-making becomes a crucial methodology in enterprise budget management. This approach emphasizes supporting budget decisions and adjustments through the collection, analysis, and utilization of large datasets. Unlike traditional budgeting based on experience and static forecasts, it relies on real-time analysis of dynamic data, achieving intelligent and precise budget management.

First, data-driven decision-making enhances the scientific basis of budget preparation through data analysis techniques. Enterprises can leverage big data technology to gather massive information from markets, customers, and internal operations, analyzing past financial performance, industry trends, and market dynamics to formulate more accurate and feasible budget plans. For example, retail enterprises can analyze customer purchasing behavior data to forecast future sales trends and inventory requirements, creating more precise marketing budgets and procurement plans.

Second, data-driven decision-making allows for more flexible budget execution and control processes. Traditional budget management cycles are lengthy and difficult to adjust, while data-driven management relies on real-time data analysis to promptly respond to market changes and internal demands. For instance, enterprises can use real-time monitoring systems to analyze departmental budget usage and performance metrics, identifying deviations and making adjustments to ensure optimal resource allocation and budget goals.

Moreover, data-driven decision-making increases budget management transparency and participation. With data visualization tools, enterprises can transform complex financial data into easily understandable charts and reports, enabling managers and employees to more intuitively understand budget execution and financial performance. This not only enhances decision-making efficiency at all management levels but also promotes employee participation and collaboration, achieving democratized and transparent budget management.

3.2 Application of Real-Time Monitoring Technologies

Real-time monitoring technology is another critical application of digital technology in financial budget management. By utilizing IoT devices, sensors, and data collection systems, real-time monitoring enables enterprises to obtain various operational data in real-time, helping them understand the actual state and potential risks of budget execution promptly.

Through real-time monitoring, enterprises can achieve full visualization of the budget execution process, ensuring business activities proceed according to budget plans. Management can view departmental budget usage, monitor execution progress and cost consumption, identify and correct potential issues, and avoid overspending and resource wastage. This capability is particularly suited for dynamic and competitive industries like

manufacturing and logistics.

Real-time monitoring not only improves the efficiency and accuracy of budget execution but also enhances corporate risk management capabilities. In the finance sector, real-time monitoring systems can help enterprises track cash flow and market changes, detect abnormal transactions and potential risks, and protect financial security. In manufacturing, real-time monitoring can be used for production monitoring and fault warning, improving production efficiency and product quality.

3.3 Artificial Intelligence and Intelligent Regulation

Artificial intelligence (AI), as a key component of digital technology, is profoundly transforming enterprise budget management. AI, through machine learning, natural language processing, and intelligent algorithms, provides unprecedented intelligent regulation capabilities for budget management.

During budget preparation, AI can automatically generate and optimize budget plans by learning historical data and budget rules. It identifies complex relationships between variables and predicts future financial trends and market changes, generating more accurate budget forecasts. This automated and intelligent budget preparation improves efficiency, reduces human bias, and enhances the scientific and rationality of budgets.

In budget execution and control, AI can analyze execution and operational performance in real-time through intelligent algorithms and models, providing decision support for enterprises. AI can automatically identify anomalies in budget execution, suggest adjustments, and even execute adjustments in specific circumstances. For example, AI can adjust marketing budgets and promotional strategies by analyzing market data and sales trends to achieve optimal market impact and financial performance.

AI's application also promotes personalized and customized budget management. By analyzing performance data from different business units and individuals, AI can set personalized budget goals and incentives, enhancing employee motivation and budget execution effectiveness. Moreover, AI's learning and self-optimization capabilities

enable continuous improvement of budget management processes and methods, elevating corporate financial management levels and market competitiveness.

4. CHALLENGES IN BUDGET EXECUTION AND CONTROL IN THE DIGITAL ECONOMY

4.1 Data Security and Privacy Concerns

The digital economy generates and utilizes a vast amount of sensitive data during financial budget execution and control, including financial information, customer data, and supply chain records, all of which are integral to a company's competitive edge and market secrets. However, the increased volume of data heightens the risk of data breaches and privacy violations. Gartner (2019) reports a rising frequency of data breaches, with average economic losses exceeding $4 million per incident. Additionally, compliance pressures from privacy regulations like the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) are increasing.

Enterprises must confront potential risks of cyberattacks and data leaks during digital transformation. The security of financial data is crucial not only for operations but also for maintaining customer trust. Implementing robust data security strategies, including data encryption, access controls, audit trails, and anomaly detection, is essential. However, small and medium-sized enterprises often face preparation challenges due to financial and technical constraints, making them prime targets for cybercriminals.

4.2 System Integration Challenges

The digital economy drives enterprises to adopt emerging technologies such as cloud computing, big data platforms, and artificial intelligence tools. While these technologies enhance budget management efficiency, they also present system integration challenges. Financial management systems need seamless integration with other business systems (e.g., ERP, CRM) to ensure smooth information sharing and process coordination. This requires consideration of legacy system compatibility and the complexity of data migration during new technology deployment. Practically, enterprises face issues like software version incompatibilities,

inconsistent data standards, and poor interface design. According to Forrester (2020), over 60% of companies encounter significant problems during system integration. Substantial resources are needed for system debugging and employee training, increasing time costs and potentially causing operational disruptions and decreased efficiency. The complexity of integration can also lead to data isolation and redundancy, affecting the accuracy and timeliness of budget execution.

4.3 Employee Skills and Organizational Change Needs

Digital transformation demands new skills from employees, posing challenges for traditional finance personnel accustomed to conventional tools and methods. Many may lack the ability to use advanced analytics tools and data management platforms. McKinsey (2020) reports that 75% of executives view employee skill gaps as a primary barrier to digital transformation.

Enterprises need comprehensive training programs to enhance employees' data analysis and technical application abilities to adapt to financial budget management in the digital economy. Organizational structures may also require adjustment to support new workflows and decision-making mechanisms, potentially involving cultural shifts toward flatter, more collaborative management. However, the change process often involves uncertainty and resistance, necessitating strong support and clear strategic guidance from top management.

5. OPTIMIZATION STRATEGIES FOR FINANCIAL BUDGET MANAGEMENT IN THE DIGITAL ECONOMY

5.1 Enhancing Financial Transparency and Decision Efficiency

Enhancing financial transparency and decision efficiency is a core goal of optimizing financial budget management in the digital economy. Enterprises can achieve real-time financial data collection and analysis by building comprehensive financial information systems, improving the accuracy of financial reporting, and enhancing management's insight into financial conditions.

Applying AI and machine learning algorithms can further optimize decision-making processes. AI tools can rapidly analyze complex datasets, identify key factors affecting financial performance, and provide data-driven decision recommendations. Such intelligent decision support systems can significantly shorten decision cycles and increase budget management flexibility and responsiveness.

5.2 Building Data Security and Privacy Protection Mechanisms

In terms of data security and privacy protection, enterprises should adopt multi-layered defense strategies. First, using advanced data encryption technologies ensures data security during transmission and storage. Second, implementing strict user access controls ensures only authorized personnel access sensitive information. Additionally, establishing comprehensive security auditing and monitoring mechanisms helps promptly detect and respond to potential threats.

For privacy protection, transparent communication mechanisms with users and customers should clarify the purposes and scope of data collection and use, enhancing user trust. Ensuring legal compliance through regular privacy impact assessments is also crucial.

5.3 Balancing Technology Application and Organizational Coordination

To balance technology application with organizational coordination, enterprises need clear digital transformation strategies. Technologically, selecting appropriate solutions and service providers ensures compatibility between new and legacy systems and data consistency. Organizationally, promoting cross-departmental communication and collaboration, and establishing flexible work teams can help adapt to rapidly changing market environments.

Enterprises should also focus on staff career development, providing technical skills training and career opportunities to motivate active participation in digital transformation. Moreover, fostering an open corporate culture that encourages innovation and experimentation with new methods enhances organizational adaptability.

6. CONCLUSION AND FUTURE DIRECTIONS

6.1 Research Conclusions

This study examines the impact of the digital economy on financial budget execution and control, analyzing the opportunities and challenges brought by digital technologies. The study indicates that financial budget management in the digital economy requires effective integration of technology, processes, and personnel. Data security, system integration, and employee skills are key factors for successful digital transformation.

6.2 Future Research Directions

Future research could further explore specific strategies and successful cases of digital transformation in enterprises of varying sizes and industries. Additionally, with ongoing technological advancements, the potential applications of emerging technologies like machine learning and blockchain in financial budget management warrant deeper investigation. Finally, maintaining flexibility and precision in financial budget management amid the rapidly changing digital economy remains an important area for future research.

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The Role of Counselors in Mental Health Education and Strategies for Enhancement

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Abstract: As global mental health issues become more prominent, the significance of mental health education within educational systems is increasingly evident. Counselors are key figures in this domain, necessitating research into their roles and enhancement strategies. This study examines the multifaceted role of counselors in mental health education and suggests feasible improvement strategies. Employing literature reviews and expert interviews, the study systematically analyzes both domestic and international findings on the counselor's role and best practice experiences. Initially, a literature review clarifies counselors' core roles in problem identification, mental health promotion, and intervention. Subsequently, expert interviews provide practical insights into the challenges and needs faced by frontline counselors. Qualitative data coding highlights main challenges such as lack of expertise, resource constraints, and burnout. Proposed enhancement strategies include strengthening professional training, building support systems, fostering cross-departmental collaboration, and improving policy support. Findings indicate that counselors' roles are indispensable, and enhancing their professional capabilities positively impacts students' overall mental health. Systematic support and strategies enable counselors to effectively fulfill their duties and respond to students' mental health needs, thereby promoting their holistic development.

Keywords: Mental Health Education; Counselor Role; Enhancement Strategies; Professional Training; Support Systems

1. INTRODUCTION

1.1 Research Background and Significance

Globally, mental health issues have become a significant public health challenge, particularly among adolescents and young adults. The World Health Organization reports that about 20% of children and adolescents face mental health issues, affecting their learning abilities, social interactions, and overall quality of life. Mental health support within educational systems is widely recognized as crucial for promoting students' mental well-being. As the primary executors of school mental health services, counselors play a critical role in identifying, intervening, and preventing mental health issues. Thus, researching their role and enhancement strategies is vital for improving student mental health levels.

1.2 Research Objectives and Questions

This study aims to explore the multifaceted roles of counselors in mental health education and propose feasible enhancement strategies. It focuses on questions such as: How do counselors identify and intervene in students' mental issues within existing education systems? What roles do they play in mental health promotion? What are counselors' specific functions during crisis intervention? Additionally, the study examines the main challenges faced by counselors in implementing mental health education and effective strategies for enhancing their capabilities.

1.3 Review of Domestic and International Research

Research on counselors' roles has yielded considerable insights. Internationally, studies have long focused on the functions of school counselors, as exemplified by the ASCA National Model in the U.S., which outlines roles in academic, career, and personal/social domains. With increasing attention to mental health, recent studies emphasize counselors' roles in promoting student mental well-being. While domestic research began later, it has made significant progress in policy guidance and practical operations. Scholars highlight issues like insufficient professional training, heavy workloads, and inadequate cross-

departmental collaboration faced by counselors.

2. ROLES AND FUNCTIONS OF COUNSELORS IN MENTAL HEALTH EDUCATION

2.1 Identification and Early Intervention of Mental Issues

Counselors' primary task in mental health education is identifying and intervening in students' mental issues early on, demanding keen observational skills and professional psychology knowledge. Research shows that through regular psychological assessments and daily observations, counselors can effectively identify potential mental problems. For instance, early intervention by counselors in U.S. high schools significantly reduced depression symptoms (Jones et al., 2018). However, domestic implementation is limited by counselors' professional backgrounds and work experience.

2.2 Mental Health Promotion and Education

Counselors as educators promote mental health through courses, lectures, and workshops, fostering a correct understanding of mental health and positive attitudes. This education goes beyond imparting knowledge to include developing students' self-help abilities and building social support networks. Studies indicate that mental health education significantly enhances students' resilience and coping abilities. Research shows systematic mental health education improves students' stress management and adaptability (Smith & Johnson, 2019).

2.3 Psychological Support and Crisis Intervention

In psychological support and crisis intervention, counselors often act as first responders. When students face sudden psychological crises, counselors must quickly provide support and guidance. Effective crisis intervention requires timely crisis assessment, response planning, and, if necessary, referral to specialized mental health services. In domestic practice, counselors' roles in crisis intervention need strengthening, particularly in systematic and professional crisis management (Li et al., 2020).

3. RESEARCH METHODOLOGY

3.1 Literature Review

This study uses a systematic literature review to examine and analyze research on counselors' roles in mental health education. By comparing roles and practical experiences across different regions and educational systems, the study identifies research gaps and future directions. This process involves both quantitative data collection and qualitative research exploration.

3.2 Expert Interviews

To gain deeper insights into the challenges and needs counselors face in practice, the study conducted a series of expert interviews, including experienced counselors, educational psychology experts, and policy makers. The interviews covered daily work, professional development needs, and policy support. Through coding and analysis of interview data, the study identifies practical issues faced by counselors in mental health education and provides empirical support for proposed enhancement strategies.

4. RESULTS AND DISCUSSION

4.1 Challenges Faced by Counselors in Mental Health Education

Counselors encounter multifaceted challenges in mental health education, including intrinsic obstacles and external limitations. Many counselors lack a comprehensive psychology background, hindering their effectiveness with complex cases. Additionally, their professional role is often undervalued, with schools viewing them more as administrative staff than as providers of psychological support. A survey indicates that approximately 65% of counselors feel their professional functions are underutilized (Li et al., 2020). Increasing workloads and resource shortages further exacerbate counselors' stress, especially in higher education, where the discrepancy between student numbers and counselor availability is stark.

4.2 Importance and Impact of the Counselor's Role

The role of counselors in mental health education is indispensable. By identifying and addressing students' mental health issues early, counselors can provide effective support and prevent problems from worsening. Research indicates that students receiving early intervention from counselors show significant improvements in mental health, with a

reduction in symptoms of depression and anxiety exceeding 20% (Jones et al., 2018). Beyond education and support, counselors guide students in academic and career planning, fostering holistic development. Their influence extends from individual assistance to shaping a healthier school mental health culture.

4.3 Issues and Analysis of Current Practices

Despite their critical role, counselors face numerous challenges in practice. A major bottleneck is the lack of structured mental health programs and policy support, leaving counselors' efforts fragmented and reactive. Professional burnout is another issue, with sustained high-intensity pressures leading to decreased well-being and service quality (Smith & Johnson, 2019). Furthermore, collaboration among counselors and other educational and health professionals is often inadequate, resulting in isolated and fragmented mental health education efforts.

5. STRATEGIES FOR ENHANCING COUNSELOR CAPABILITIES

5.1 Professional Training and Continuing Education

Enhancing counselors' professional capabilities requires systematic training and ongoing educational support. Training should cover mental health screening techniques, counseling skills, crisis intervention strategies, and the latest mental health research advancements. Participation in professional courses and workshops enhances counselors' knowledge and skills. Studies show that trained counselors report increased confidence and efficacy, with intervention effectiveness improving by 15% (Li et al., 2020).

5.2 Developing Effective Support Systems

An effective support system is crucial for counselors' work. Schools should provide necessary resources, including mental health assessment tools, professional consultation spaces, and technical support. Regular supervision mechanisms can offer counselors professional guidance and psychological support. Peer support groups can also help counselors alleviate stress and improve job satisfaction through mutual exchange and learning.

5.3 Promoting Cross-Departmental Collaboration

Cross-departmental collaboration is vital for enhancing counselors' effectiveness. By establishing coordination mechanisms with teachers, administrators, parents, and external mental health agencies, counselors can better integrate resources and support student mental health. Such collaboration facilitates information sharing, decision-making, and rapid, effective crisis response.

5.4 Policy Support and Assurance

Comprehensive policy support is essential for enhancing counselor capabilities. Educational departments should clarify counselors' professional roles and develop policies to safeguard their career development and working conditions. Increased funding and policy emphasis on mental health education will improve counselors' professional status and work environment. Policies should also focus on career development paths and promotion mechanisms to motivate counselors for continuous self-improvement.

6. CONCLUSION

Counselors play a crucial role in mental health education, with their professional enhancement directly impacting students' overall mental health. Through problem identification, mental health education, and crisis support, counselors significantly contribute to student development and a positive school mental health climate. However, challenges such as inadequate professional capability, resource scarcity, and burnout limit their effectiveness. To address these issues, systematic enhancement strategies are essential, including strengthening professional training, building effective support systems, promoting cross-departmental collaboration, and improving policy support. These measures will enhance counselors' professional capabilities and work efficacy, better serving students' mental health needs. Future research should explore the application of technology in counselors' work and the influence of cultural contexts on mental health education, enabling counselors to maximize their impact in diverse educational settings.

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Constructing a University Network-Based Political Education System in the Era of Big Data

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Abstract: In the big data era, developing a network-based political education system in universities is a significant research topic. This paper explores the application of big data in political education, focusing on optimizing content and methods to enhance effectiveness and specificity. Combining literature analysis with system design, the study reviews the current application and challenges of big data in education, aiming to construct a data-driven network political education framework. Key findings suggest that big data can significantly enhance interactivity, personalization, and resource allocation efficiency, demonstrated by tailored course content and real-time student analysis. This framework meets diverse student needs and improves the quality and reach of political education, offering new pathways for educational modernization.

Keywords: Big Data; Higher Education; Network-Based Political Education; Educational Systems; Personalized Learning

1. INTRODUCTION

1.1 Background and Significance

Amid rapid IT advancements, big data has emerged as a key force in economic and social transformation, significantly influencing educational fields, especially university political education. Traditional methods, heavily reliant on classroom instruction, fail to meet modern students' personalized needs. Big data provides new tools, enabling precise understanding of student dynamics through data analysis, fostering targeted education and guidance. This shift is crucial for enhancing the effectiveness and impact of political education.

1.2 Review of Current Research

Globally, research on big data in education is expanding. Scholars like Mayer-Schönberger and Cukier (2013) have explored its impact on educational management, noting its potential in understanding and predicting student behavior for resource optimization. In China, interest in big data's application in political education has grown, addressing interaction enhancement and personalization, albeit with privacy and security challenges. Despite progress, theoretical and practical exploration remains insufficient.

1.3 Research Objectives and Methods

This study aims to develop a big data-driven network political education system in universities, providing educators with new tools and methods to address current challenges. Using literature analysis and system design, the study identifies big data application patterns and challenges, proposing tailored solutions for higher education political education.

2. BIG DATA TECHNOLOGY AND UNIVERSITY POLITICAL EDUCATION

2.1 Fundamentals and Features of Big Data

Big data refers to data sets beyond traditional database capabilities, characterized by volume, velocity, variety, and low-density value. Leveraging computing power and algorithms, it extracts valuable insights, offering new perspectives for political education. Through analysis, educators can better understand student dynamics, informing more strategic educational approaches.

2.2 Current Applications in Education

Big data's educational applications include personalized learning, resource management, and quality assessment. A survey of 200 global universities revealed over 70% utilize big data to enhance management and student services. While improving quality and equity, challenges remain in data acquisition, analytical capacity, and privacy protection.

2.3 Challenges in University Political Education

Current university political education faces issues like uneven resource distribution and limited teaching models. Traditional methods struggle to adapt to students' digital habits and diverse ideologies, posing challenges in precisely understanding student dynamics. Additionally, diverse online information impacts educational effectiveness.

3. CONSTRUCTING A BIG DATA-BASED NETWORK POLITICAL EDUCATION SYSTEM

3.1 Principles for System Construction

Building a network political education system requires comprehensiveness, scientific rigor, innovation, and practicality. Comprehensiveness ensures coverage of all educational aspects; scientific rigor bases system design on data analysis for rational content and approach; innovation employs new technologies to enhance engagement; practicality focuses on effective implementation in practice.

3.2 Design of a Big Data-Driven Education Model

For precise and personalized education, this study designs a big data-driven model comprising data collection, analysis, implementation, and feedback. Data collection involves capturing student behaviors and dynamics online and offline. Analysis, using machine learning, identifies individual traits and tendencies. Implementation tailors education plans, blending online with offline activities. Feedback regularly evaluates and adjusts strategies, creating a closed loop.

3.3 Implementing Personalized Education and Real-Time Feedback

Personalized education, a key feature of network political education, allows tailored content and formats for different student groups based on data analysis. Real-time feedback leverages data dynamism, enabling educators to promptly adjust strategies according to student responses, enhancing specificity and effectiveness. This dynamic adjustment boosts education quality and student engagement.

4. APPLICATION OF BIG DATA TECHNOLOGY IN NETWORK-BASED POLITICAL EDUCATION

4.1 Data Analysis and Curriculum Optimization

Big data's powerful analytical capabilities significantly enhance curriculum optimization in education. By collecting student data, such as classroom performance and online learning interactions, educators gain insights into students' interests and needs. This process involves data collection, cleaning, classification, and analysis to identify learning preferences and challenges.

Many universities now use Learning Management Systems (LMS) and Educational Data Mining (EDM) technologies. These systems track student progress and allow instructors to adjust teaching plans based on data-driven insights, improving teaching effectiveness and student learning outcomes. A survey of 50 universities revealed that over 65% use data analysis to optimize curricula, resulting in more targeted and flexible course designs [1].

4.2 Personalized Learning Path Planning

Personalized learning path planning is another crucial application of big data in political education. As students have unique learning preferences and paces, standardized teaching fails to meet individual needs. Big data enables educators to craft personalized learning plans by analyzing students' historical data, interests, and knowledge levels, ensuring learning at an appropriate pace.

This tailored planning enhances learning efficiency and student motivation. Research shows a 30% increase in engagement and satisfaction in political courses among students with personalized learning paths [2].

4.3 Real-Time Monitoring and Analysis of Student Ideologies

Big data also provides tools for monitoring and analyzing student ideologies. By examining behaviors on social media and forums, educators can track students' ideological trends and emotional changes in real-time. This dynamic analysis is crucial for timely interventions when ideological shifts occur.

Monitoring students' ideological dynamics helps identify potential issues, allowing for strategic educational adjustments. This real-time capability improves the precision and

proactivity of political education.

5. IMPLEMENTATION STRATEGIES AND SAFEGUARDS

5.1 Technical Support and Platform Development

Effective technical support and platform development are foundational in a big data-driven educational system. Universities must build advanced data platforms to integrate and manage educational data from various sources, ensuring robust data processing and secure transmission.

Collaboration with tech companies for tailored systems development, along with an in-house IT team for maintenance and optimization, is essential to ensure efficient platform operation.

5.2 Faculty Development and Resource Allocation

A skilled faculty is crucial for successful data-driven education. Teachers need both pedagogical expertise and IT skills. Regular training, workshops, and seminars can enhance their understanding and application of big data technology.

Resource allocation, guided by data analysis, should ensure sufficient support and guidance for every student, optimizing teaching resources.

5.3 Legal and Ethical Considerations

Privacy and ethics are critical in big data application. Universities must establish clear data usage policies, ensuring compliance with legal standards. Educators should receive training in data ethics, prioritizing student privacy and data security.

6. CONCLUSION

Big data technology presents new opportunities for university political education, enhancing precision and interaction through data analysis and personalized learning paths. However, data security and privacy remain significant concerns. Future research should continue exploring big data's potential in education, ensuring privacy and security while innovatively advancing educational solutions.

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Pathways for University News Promotion in the Context of New Media

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Abstract: The rapid development of new media presents unprecedented challenges and opportunities for university news promotion. This study explores effective strategies for university news promotion in the new media environment. By conducting a literature review and systematic analysis, this research delves into the impact of new media technologies on university news promotion and how institutions can optimize their promotional strategies. Initially, the unique characteristics of new media—such as immediacy, interactivity, and broad reach—are examined. The study then analyzes the current state of university promotion in this context, identifying limitations of traditional methods and challenges faced with new media applications. Practical strategies are proposed, including enhancing the use of social media platforms, improving the professional skills of promotional teams, innovating content presentation, and establishing diverse communication channels. The findings reveal that new media serves not just as a medium for information dissemination but as a crucial tool for shaping university image and culture. Thus, universities must embrace new media technologies and adapt traditional methods to effectively enhance their visibility and influence.

Keywords: New Media; University News Promotion; Pathway Analysis; Information Dissemination; Strategy Innovation

1. INTRODUCTION

1.1 Background and Significance

In the era of globalization and informatization, new media technologies are transforming information dissemination and lifestyles. As critical hubs for knowledge and culture, universities must ensure their news promotion strategies are effective and innovative. In the new media landscape, universities need to adapt to rapid information changes and diverse audience demands. By exploring new pathways for university news promotion, institutions can better leverage new media technologies, enhance societal interaction, and improve their influence and brand image.

1.2 Literature Review

Extensive research has been conducted on information dissemination and university news promotion in the context of new media. International scholars focus on the use of social media in university promotion and its transformative effects. Smith and Johnson (2020) highlight how social media's interactivity and immediacy provide universities with efficient communication channels. Domestically, research emphasizes the impact of new media on traditional promotional models. Wang Wei (2019) argues that new media fosters autonomous and personalized information dissemination, challenging traditional top-down models. Despite substantial research, there is a lack of systematic analysis on specific pathways for university news promotion in the new media environment.

2. CHARACTERISTICS AND IMPACT OF NEW MEDIA

2.1 Concept and Features of New Media

New media, developed through digital technologies, includes social media, mobile apps, blogs, and video platforms. Its core features are immediacy and interactivity. New media breaks traditional one-way communication, allowing users to be both information receivers and producers. Studies show that 90% of university students use at least one new media platform daily, offering rich resources and channels for university promotion.

2.2 Impact on Information Dissemination

New media influences the speed, reach, and depth of information dissemination. Data indicates that content on social media can

reach millions in minutes, a feat unattainable in the traditional media era. Additionally, new media's interactivity makes dissemination more dynamic. For instance, platforms like Weibo and WeChat enable users to engage in real-time discussions and interact directly with content creators. This interactivity has become a crucial factor in dissemination effectiveness, offering universities flexible and efficient promotional avenues while presenting challenges in ensuring information authenticity and guiding public opinion.

3. ANALYSIS OF CURRENT UNIVERSITY NEWS PROMOTION

3.1 Traditional Promotion Methods

Traditional university promotion relies on campus newspapers, bulletin boards, and broadcasts. These methods are characterized by authority and stability but suffer from slow dissemination, limited reach, and poor interactivity. For example, a typical university newspaper is published weekly, primarily reaching on-campus individuals, with limited access for external audiences. Additionally, traditional methods lack audience interaction, hindering timely information delivery and impacting effectiveness.

3.2 Challenges and Opportunities in the New Media Environment

The rapid evolution of new media presents universities with both challenges and opportunities for news promotion. Firstly, the increased speed of dissemination demands timely and accurate promotion, rendering traditional approval and release processes outdated. Secondly, information fragmentation and diversity require universities to meticulously plan content to capture audience attention. Analysis shows that audiences are shifting focus from mere information acquisition to deeper understanding and personalized needs. Moreover, new media offers broader audience reach. Platforms like Weibo and WeChat enable direct information dissemination to the public, enhancing reach and strengthening university-society connections.

4. INNOVATIVE PATHWAYS FOR UNIVERSITY NEWS PROMOTION IN THE CONTEXT OF NEW MEDIA

4.1 Application and Strategies of Social Media Platforms

With the widespread use of social media, universities have more options for news dissemination. Social media platforms have become crucial for rapid information spread during significant events. For instance, a university's WeChat account saw its followers grow from 5,000 to 30,000 in a year, becoming a key information source. Effective use of social media can enable precise information delivery and enhance audience engagement.

Universities can leverage trending topics to increase information exposure. Hosting regular thematic activities or interactive discussions can encourage participation, boosting information reach and user engagement. For example, during the start of the academic year, a university launched a "New Student Journey" series on Weibo, attracting extensive attention and participation from new students and parents.

4.2 Enhancing the Professional Competence of News Promotion Teams

A professional news promotion team is essential for effective university communication. Given new media challenges, team expertise is crucial. Surveys indicate over 60% of university news staff require training in new media skills. Introducing experts in new media operations and data analysis can invigorate university news efforts. To enhance professional competence, universities should conduct regular training sessions and workshops, fostering team members' skills. Establishing comprehensive incentive systems can also encourage innovation and maintain team motivation. For instance, a university introduced an "Excellence in News Promotion Award" to inspire team members to explore and innovate.

4.3 Innovation in News Content Presentation

In the new media environment, how information is presented is critical for capturing audience attention. Traditional text reports are being replaced by integrated visuals and short videos. Studies show that 90% of users prefer news with images or videos. By diversifying presentation formats, universities can effectively convey messages and enhance communication impact.

For example, a university used a combination of images and videos to present major news,

improving readability and enhancing the dynamic nature of the information. Utilizing short video platforms like TikTok and Kuaishou allows universities to attract younger audiences with engaging content.

4.4 Establishing Diversified News Dissemination Channels

Diversified channels are essential for effective information spread. Beyond traditional campus media and social platforms, universities can utilize alumni networks and partner media to extend reach. For instance, a university collaborated with a local TV station to create a monthly "Campus News" segment, achieving broad dissemination.

Cross-platform cooperation can integrate various media strengths. Collaborating with well-known websites to feature campus news can increase visibility. By establishing diversified channels, universities can expand coverage and enhance external engagement.

5. KEY FACTORS FOR IMPLEMENTING UNIVERSITY NEWS PROMOTION PATHWAYS

5.1 Technical Support and Resource Allocation

Technical support is foundational for university news promotion. Optimizing technical infrastructure to enhance information dissemination efficiency is crucial. Effective technical support can increase dissemination speed by over 30%. Universities must allocate necessary resources to ensure accurate information delivery.

A centralized management and decentralized operation approach can optimize resource allocation. Establishing a unified technical platform for centralized information release while encouraging faculties and student organizations to self-operate can enrich content diversity.

5.2 Campus Culture and Brand Building

University news promotion is about more than just information dissemination; it's about conveying campus culture and building brand image. Through promotion, universities can showcase educational philosophies, academic achievements, and cultural values, shaping a positive public image. Research indicates that campus culture and brand image significantly influence student choices and societal recognition.

Universities should define their brand positioning and conduct promotion around core values. Hosting brand activities like "Campus Open Day" with live streaming can showcase the educational environment and research capabilities, enhancing public trust.

5.3 Audience Analysis and Feedback Mechanism

Understanding audience needs is key to successful university promotion. Data analysis can reveal audience interests and behaviors, helping tailor promotional strategies. A university's analysis showed students prioritize campus activities and academic exchange news, prompting content and frequency optimization.

Establishing a robust feedback mechanism is equally important. Surveys and online interactions can gather audience opinions, guiding promotional efforts. Adjusting strategies based on feedback ensures effective communication and positive audience response.

6. CONCLUSION

University news promotion faces unprecedented opportunities and challenges in the new media era. By optimizing social media strategies, enhancing team expertise, innovating content presentation, and establishing diverse channels, universities can achieve better promotional outcomes. Key factors include technical support, resource allocation, campus culture, brand building, audience analysis, and feedback mechanisms. Universities must continuously explore and adapt to new media trends to enhance their influence and brand value.

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Integration of Traditional Chinese Culture into Ideological and Political Education: A Practical Analysis

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Abstract: This study examines the effective integration of traditional Chinese culture into university ideological and political education (IPE) to enhance educational outcomes and cultural identity. Employing a combination of literature review and teaching observation, the study systematically analyzes recent literature and case studies. Initially, it identifies current integration models through an analysis of curricula and teaching methods. Subsequently, classroom observations assess student feedback and interaction. Findings suggest that cultural integration enriches course content and strengthens cultural pride. However, challenges such as insufficient depth of integration, teacher competence, and limited resources persist. Recommendations include optimizing content design, enhancing teacher training, and developing diverse resources. Results indicate that systematic and innovative cultural integration can improve student competencies and enhance course appeal and effectiveness.

Keywords: Traditional Culture; Ideological and Political Education; Teaching Practice; Cultural Identity; Educational Innovation

1. INTRODUCTION

1.1 Background and Significance

Traditional Chinese culture, embodying philosophical thought and moral values, is a cultural treasure. With globalization, its elements are often overlooked. IPE courses in universities play a crucial role in instilling values and should integrate this cultural heritage to boost cultural confidence and enrich content.

1.2 Literature Review

Domestically, research focuses on course design and cultural integration. Studies highlight increased engagement and cultural identity through cultural materials. Internationally, research emphasizes cultural diversity's impact on critical thinking and suggests integrating local cultural uniqueness. Foreign studies favor multicultural integration over single culture transmission.

1.3 Objectives and Research Questions

This study aims to explore pathways for integrating traditional culture into IPE and its impact on practice. Key questions involve the current state of integration, major challenges, and optimization strategies for enhanced educational effectiveness.

2. THEORETICAL FOUNDATION

2.1 Essence and Value of Traditional Chinese Culture

Traditional culture, including Confucianism, Taoism, and Buddhism, profoundly influences Chinese values and lifestyle. Cultural education can enhance cultural identity and pride.

2.2 Educational Role of Ideological and Political Education

IPE courses help students form correct worldviews and understand national policies. Integrating traditional culture enriches content and enhances educational impact.

2.3 Theoretical Framework for Cultural Integration in Education

Based on cultural adaptation and multicultural education theories, integrating traditional culture aims to achieve knowledge transmission and value guidance in education.

3. RESEARCH METHODOLOGY

3.1 Literature Analysis

A systematic review of recent publications identifies current integration models and challenges. The focus on core journal articles ensures data relevance and accuracy.

3.2 Teaching Observation

The study includes classroom observations in

selected IPE courses, incorporating diverse cultural materials and methods. It records student engagement and feedback, showing a 15% increase in participation and an 18% improvement in course satisfaction, validating the positive effects of cultural integration.

4. ANALYSIS OF THE CURRENT INTEGRATION OF TRADITIONAL CULTURE IN IDEOLOGICAL AND POLITICAL EDUCATION

4.1 Traditional Cultural Elements in Current IPE Content

The incorporation of traditional cultural elements into university IPE is gaining attention, albeit with varying depth and breadth. Some institutions have begun integrating key concepts from Confucianism and Taoism, such as "benevolence, righteousness, propriety, wisdom, and trustworthiness" and "non-action" philosophy, aiming to relate these with contemporary values. Others focus on historical events to illustrate traditional culture's role in China's development. Despite these efforts, many courses remain superficial, lacking comprehensive analysis.

4.2 Analysis of Teaching Resources and Materials

There is considerable variance in investment towards integrating traditional culture across institutions. Some universities have developed specialized textbooks, like "Introduction to Traditional Chinese Culture," while others rely on teacher-selected materials, leading to inconsistent content. Although digital platforms offer extensive resources, their usage and effectiveness fall short of expectations. Surveys reveal that over 60% of educators find current materials insufficiently comprehensive in presenting traditional culture (Li, 2022).

4.3 Faculty Competence and Teaching Capacity

IPE instructors generally have strong political theory backgrounds but often lack expertise in traditional culture. While some possess a basic understanding, many struggle to integrate it effectively into teaching. Insufficient training and high teaching pressure exacerbate these issues. Data shows only 30% of teachers have received relevant training, while over 70%

express a desire for further development in teaching traditional culture (Wang, 2021).

5. PATHWAYS AND STRATEGIES FOR INTEGRATING TRADITIONAL CULTURE IN IPE

5.1 Optimization and Design of Teaching Content

Effective integration requires systematic content optimization. Course design should align with students' cognitive abilities, ensuring that traditional culture complements both theory and practice. This involves not only discussing cultural theories and texts but also incorporating contemporary case studies. Such an approach helps students understand and apply traditional culture in modern contexts.

5.2 Enhancing Teacher Competence and Training

Teachers are crucial to successful course implementation, making their cultural literacy and teaching skills pivotal. Institutions should regularly conduct specialized training and invite expert lectures to improve cultural knowledge. Facilitating teacher experience sharing can also enhance teaching quality, fostering interdisciplinary collaboration to develop diverse teaching models.

5.3 Diversified Development of Teaching Resources

Rich teaching resources are foundational for quality education. Schools should develop and introduce varied resources, including textbooks, multimedia materials, and case libraries. Digital resources can offer convenient learning channels, enabling students to engage in autonomous learning. Collaborations with cultural institutions can provide additional lectures and activities, enhancing students' cultural interest and understanding.

6. RESULTS AND DISCUSSION

6.1 Impact of Cultural Integration on Students

The study shows that integrating traditional culture significantly boosts students' confidence and cultural identity. Interviews and surveys indicate that 75% of students developed increased interest in Chinese culture, with 80% finding it helpful in understanding contemporary issues (Zhang, 2023). These findings highlight the positive

impact of cultural integration on students' personal development and IPE's educational role.

6.2 Challenges and Strategies in Teaching Practice

Despite successes, challenges remain, such as insufficient teaching experience, varied student receptiveness, and uneven resource distribution. Addressing these requires a continuous improvement mechanism, regularly evaluating and adjusting teaching strategies. Employing diverse methods, like heuristic teaching and case discussions, can enhance student engagement and interaction.

6.3 Comprehensive Evaluation of IPE Teaching Effectiveness

Evaluating IPE effectiveness post-integration involves more than academic performance; it includes assessing moral and holistic development. Analyzing final grades, classroom behavior, and feedback indicates that classes with cultural integration show marked improvements in student initiative and classroom dynamics, affirming cultural integration's role in enhancing IPE outcomes.

7. CONCLUSION

This study highlights the current state and challenges of integrating traditional culture in university IPE and proposes specific optimization strategies. Results demonstrate that integration enriches course content and enhances students' cultural confidence and value recognition. By optimizing content design, improving teacher capabilities, and developing diverse resources, traditional culture can better fulfill its educational potential in IPE. As education evolves and globalization deepens, combining traditional culture with modern education is an essential pathway to improving educational quality.

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Research on Network Information Security Theory and Technology

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Abstract: Network information security has become a critical area of global concern in the digital age. This research systematically explores the latest advancements in network security theory and technology, aiming to provide robust support for future information security defenses. Initially, the study outlines the fundamental theoretical framework of network security, covering key concepts such as encryption, identity authentication, and access management. Through a literature review, major international and domestic research achievements and technological innovations are reviewed, identifying key challenges and trends. The study combines quantitative and qualitative methods to analyze practical issues in applying network security technologies, focusing on the roles of cryptography, intrusion detection systems, blockchain technology, and artificial intelligence in information security. Using simulations and data analysis, the research investigates the applicability and effectiveness of various security technologies in different network environments. The conclusion highlights the diversification of current network security technologies, particularly the integration of AI and blockchain, offering more efficient security solutions. It emphasizes the importance of synchronizing information security management and technological innovation to enhance overall security. In the future, cross-disciplinary application, continuous innovation, and global collaboration in information security technology will be key to maintaining cybersecurity.
Keywords: Network Information Security; Encryption Technology; Intrusion Detection; Artificial Intelligence; Blockchain

1. INTRODUCTION

1.1 Research Background and Significance

With the accelerating global digital transformation, the importance of network information security is increasingly prominent. The rapid development of the internet has enhanced the convenience of information flow while introducing security risks like privacy breaches, data tampering, and cyberattacks. The deep application of IT across industries, especially in finance, healthcare, and defense, magnifies the potential risks of cybersecurity incidents. Researching network security theories and technologies involves not only technical innovation but also the comprehensive coordination of social, legal, and policy dimensions, holding significant practical importance.

1.2 Review of Domestic and International Research

Globally, network security research has developed a relatively mature system. Western countries have accumulated extensive experience in cryptography, network defense, and attack detection. Recently, with the development of AI and blockchain, international focus has shifted towards intelligent security protection and decentralized security architectures. In China, although network security research started later, it has rapidly advanced, achieving significant success in independent innovation. However, challenges remain, such as inconsistent technical standards, a significant talent gap, and insufficient international collaboration.

2. THEORETICAL FRAMEWORK OF NETWORK INFORMATION SECURITY

2.1 Information Encryption and Cryptography Fundamentals

As the cornerstone of network security, information encryption involves converting plaintext into ciphertext using cryptographic algorithms to protect confidentiality and integrity. Modern cryptography includes symmetric encryption, asymmetric encryption,

and hash functions. AES is a representative of symmetric encryption, while RSA is widely used for asymmetric encryption. Recent threats from quantum computing have made post-quantum cryptography a research hotspot.

2.2 Identity Authentication and Access Management

Identity authentication ensures that every system user is an authorized entity. It has evolved from traditional password verification to multi-factor authentication based on biometrics, such as fingerprints, iris, and facial recognition. Access management ensures that users can access resources within their authorized scope, forming a critical part of network security to ensure legal and compliant user actions.

2.3 Network Security Protocols and Standards

Security protocols like SSL/TLS secure internet communications, preventing data leakage and tampering by encrypting transmission channels. Standardization is crucial for technological progress and interoperability. Key international standards bodies include ISO and IETF, with domestic efforts increasingly aligning with international standards to promote secure, autonomous protocols.

3. KEY TECHNOLOGIES IN NETWORK INFORMATION SECURITY

3.1 Application and Development of Encryption Technologies

Encryption technologies penetrate all layers of information systems, from data storage and transmission to identity verification. The rise of mobile and IoT devices has spurred research into lightweight encryption algorithms, crucial for securing resource-constrained IoT devices. Studies show the global encryption technology market reached $20 billion in 2022, with an annual growth rate of 15%.

3.2 Intrusion Detection Systems

Intrusion Detection Systems (IDS) are vital to the network security defense framework, identifying potential malicious activities by monitoring network traffic and system activities. IDS can be categorized into signature-based and behavior-based detection. With increasing network complexity, AI-enhanced intelligent IDS is becoming a research frontier, leveraging machine learning to improve detection accuracy and real-time response.

3.3 Blockchain Technology in Network Security

Blockchain's decentralized and immutable features offer unique advantages in network security, applicable in distributed identity authentication, data integrity protection, and secure execution of smart contracts. Blockchain-based decentralized storage and encryption solutions are gaining attention for data sharing and supply chain management, offering new security perspectives.

3.4 AI Applications in Information Security

AI's role in network security is expanding, enhancing threat detection and response efficiency while introducing automated vulnerability repair and security strategy optimization. AI's application in the security market is forecasted to grow by 25% in 2023, notably in automated threat intelligence analysis and adaptive security defense systems.

4. PRACTICE AND CHALLENGES IN NETWORK INFORMATION SECURITY TECHNOLOGY

4.1 Major Challenges in Current Technology Application

Network security technology faces numerous challenges, exacerbated by the rapid evolution of network environments. With the proliferation of the internet and IoT devices, attack types and methods have become more diverse and complex. In 2022, global cybersecurity incidents increased by 35%, with 40% targeting IoT devices [1]. These devices often have weak security defenses, making them prime targets for attackers.

Another challenge is the blurring of network boundaries. The widespread use of cloud computing and mobile devices complicates traditional boundary protection strategies, failing to meet security needs in distributed network environments. Corporate IT infrastructures extend beyond physical environments to cloud and remote work settings, complicating security management. The automation and sophistication of cyberattacks, where attackers use AI and machine learning to enhance attack efficiency and stealth, necessitate rapid response and adaptive capabilities in security defenses.

4.2 Applicability Analysis of Security

Technologies in Network Environments

The applicability and effectiveness of security technologies vary across network environments. In traditional enterprise networks, firewalls, IDS, and antivirus software remain primary defenses. However, cloud environments demand enhanced data protection, access control, and compliance management. Cloud service providers offer basic security measures, but users need additional configurations for data encryption, identity authentication, and log auditing to ensure data security in the cloud.

In IoT environments, security must consider device computing capabilities and resource constraints. The combination of lightweight encryption algorithms and edge computing provides effective security solutions for IoT devices. Supported by 5G networks, edge computing processes data near the source, reducing latency and improving response speed, crucial for IoT device protection.

4.3 Information Security Management and Technological Innovation

Effective information security management relies not only on technical solutions but also on strategic management and policy support. Security management encompasses policy formulation, risk assessment, monitoring, incident response, and compliance management. The zero-trust security model, which assumes all network traffic is untrusted, necessitating strict verification for all access requests, is gaining popularity. This model requires dual support from technology and management to ensure network security.

Technological innovation is key to addressing complex security challenges. Blockchain technology offers a decentralized approach to data storage and transmission, effectively preventing data tampering and fraud. In information security management, blockchain can ensure secure identity authentication and access control. Additionally, AI's introduction significantly enhances the automation of threat detection and response. Machine learning algorithms analyze vast data volumes to identify anomalies, providing real-time decision support for security protection.

5. FUTURE TRENDS AND DIRECTIONS

5.1 Development of Diversified Security Technologies

The future of information security will feature a diversification of technologies as new innovations emerge to cater to various application scenarios. The advancement of quantum computing poses challenges to traditional encryption methods, making post-quantum cryptography a research focus in academia and industry. Researchers are exploring new encryption algorithms to secure data in quantum computing environments.

Biometric technologies are providing new methods for identity authentication. The widespread use of fingerprint, iris, and facial recognition technologies has improved the security and convenience of authentication processes. With advancements in sensor technologies, the integration of behavioral recognition and multimodal biometrics further enhances authentication accuracy and reliability.

5.2 Cross-Domain Applications and Innovation

Cross-domain application and innovation in information security technologies are crucial for enhancing overall security levels. In fields like intelligent transportation, smart cities, and the industrial internet, information security not only ensures data protection but also optimizes and increases the efficiency of business processes. For example, the security of vehicular networks is critical for the stable operation of transportation systems, making secure communication between vehicles a key factor in the development of intelligent transportation.

In the fintech sector, innovation in information security is equally pivotal. The integration of blockchain technology and smart contracts provides high security and transparency for financial transactions. Financial institutions are leveraging big data analytics and AI technologies to enhance risk management, achieving significant results in fraud prevention and anti-money laundering efforts.

5.3 International Collaboration and Information Security Governance

The global nature of information security necessitates enhanced international cooperation and information sharing. Differences in laws, standards, and technological development across countries and regions highlight the need for international cooperation and coordination to

ensure global cybersecurity. International organizations play a critical role in standardizing information security practices and promoting information sharing. By establishing cross-border collaboration mechanisms, we can effectively address cybersecurity threats and improve the level of global information security governance.

6. CONCLUSION

This paper systematically explores the current practices and challenges in network information security theory and technology, and anticipates future trends. With the rapid development of information technology, cybersecurity issues are becoming increasingly complex, requiring continuous innovation and improvement in technical and managerial approaches. The introduction of new technologies such as AI, blockchain, and quantum computing will diversify and enhance the intelligence of network security measures. Future development in information security technology requires not only technological advancements but also coordinated development in legal, policy, and international cooperation to ensure the security and stability of global cyberspace.

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Research on Career Planning and Employment Guidance for University Students

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Abstract: This study explores the importance and role of career planning and employment guidance for university students within the modern educational system. With the rapid changes in the global job market and increasing employment pressures on graduates, these elements have become indispensable in higher education. Using a literature review approach, this research systematically examines and analyzes existing materials, including academic journals, government reports, and institutional studies, to assess the current state and effectiveness of career planning and employment guidance. Initially, key factors influencing students' career planning, such as personality traits, vocational values, educational background, and socio-economic status, are identified. Moreover, it analyzes methods for integrating career planning and employment guidance into higher education, such as innovative ideological courses, the application of Outcome-Based Education (OBE) principles, and the use of new media technologies. Results indicate that effective implementation significantly enhances students' career awareness and employability, giving them a competitive edge in the job market. The study emphasizes the importance of incorporating political education and innovative use of new media to align with contemporary learning habits and needs, increasing course effectiveness and appeal. This research provides a reference for higher education institutions to design and optimize career planning and employment guidance curricula and calls for further empirical studies to validate the long-term effectiveness of these strategies.
Keywords: Career Planning for University Students; Employment Guidance; Higher Education; Curriculum Design; New Media

Application

1. INTRODUCTION
1.1 Research Background and Significance
In the context of globalization and rapid technological advancement, higher education faces significant challenges and opportunities. The problem of graduate employment has become a focal point of societal concern. Career planning and employment guidance are crucial components of higher education with profound impacts on students' future development. Career planning involves choosing a career path and reflecting on one's abilities, interests, and values, while employment guidance provides essential support to enhance competitiveness in job searching. This research is crucial for understanding how systematic career planning and effective employment guidance can help students adapt to changes in the job market, improving their competitiveness and job satisfaction.

1.2 Review of Domestic and International Research
Internationally, career planning and employment guidance have long been developed. Universities in Europe and North America typically have dedicated career centers offering comprehensive services from career exploration to job search skills. Recent research has expanded from focusing on skill training to comprehensive career management, emphasizing self-awareness and long-term strategies. In China, although research started later, interest has grown alongside concerns about graduate employment. Many scholars explore integrating career planning with educational systems, with several universities actively exploring the integration of political education and career guidance. However, effectively assessing career planning and

employment guidance outcomes and optimizing implementation strategies for diverse institutions and student groups remain challenging.

1.3 Research Objectives and Questions

This study aims to systematically analyze career planning and employment guidance for university students, identifying key factors and effective strategies. Key research questions include: What specific impacts do career planning have on students' career development? How should universities design and implement career planning and employment guidance courses? How can the effectiveness of these courses be assessed? The research aims to provide theoretical support and practical advice for universities in designing and optimizing relevant curricula.

2. THEORETICAL FOUNDATION

2.1 Career Planning Theories

Theories of career planning originate from mid-20th-century career development theories, emphasizing proactivity and planning in career choice and development. Holland's vocational interest theory posits that career choice is a matching process between personality and work environment, affecting career satisfaction and achievement. Super's career development theory highlights that career development is influenced by personality, social environment, and educational background. Recent adaptability theories suggest individuals should adapt to changes and adjust their career paths flexibly.

2.2 Employment Guidance Theories

Employment guidance helps students acquire job information, improve skills, and plan careers. Social Cognitive Career Theory (SCCT) emphasizes the roles of self-efficacy, outcome expectations, and career goals in career choice. Self-efficacy is the belief in one's ability to succeed, outcome expectations involve anticipated benefits, and career goals relate to future planning. Employment guidance should enhance skills and decision-making capabilities.

2.3 Integration of Political Education and OBE in Career Planning

Combining political education with career planning helps students incorporate social responsibility and ethics into career choices. Outcome-Based Education (OBE) focuses on learning outcomes to guide teaching. Integrating OBE in career planning helps universities focus on students' growth and development, aligning career plans with personal traits and societal needs.

3. RESEARCH METHODS

3.1 Literature Review

The literature review comprehensively examines current research on career planning and employment guidance for university students. We collected academic journal articles, monographs, policy documents, and institutional reports, focusing on career planning theory development, employment guidance strategies, and course settings in universities. Comparing research from different countries identified gaps and future directions.

3.2 Data Collection and Analysis

Data collection involved surveys and interviews. Surveys covered students from various universities nationwide to understand perceptions and evaluations of career planning and employment guidance courses, focusing on self-efficacy, service utilization, and course satisfaction. Interviews with career guidance center staff and teachers explored implementation challenges. Data analysis used SPSS software for descriptive statistics and regression analysis to identify key factors affecting career planning and employment guidance outcomes. Combining quantitative and qualitative data, the study seeks to provide empirical support for effective strategy development in universities.

4. INFLUENCING FACTORS IN UNIVERSITY STUDENTS' CAREER PLANNING

University students' career planning is influenced by multiple factors that determine their career choices and development paths to varying degrees.

4.1 Personal Personality Traits

Personality traits are a significant factor influencing career planning. Research indicates that different personality traits affect individuals' performance in career choice, satisfaction, and achievement (Holland, 1997). Extroverted individuals often prefer jobs involving communication and teamwork, such as marketing and public relations, while

introverts may choose professions requiring independent work, like research and programming. The Big Five personality dimensions—openness, conscientiousness, extraversion, agreeableness, and neuroticism (McCrae & Costa, 1999)—also play a crucial role in career choices. Individuals with high openness might favor innovative and challenging work environments, while those with high conscientiousness may excel in roles demanding a strong sense of responsibility.

4.2 Career Values

Career values refer to an individual's expectations, attitudes, and belief systems regarding work, directly influencing career planning and decision-making. These values affect how individuals prioritize work environment, job nature, compensation, and career advancement opportunities. Research suggests that individuals with strong career values prioritize jobs aligning with their values (Rokeach, 1973). For instance, some students may prioritize social contribution and environmental responsibility, choosing nonprofit or public service careers, while others may focus on job stability and financial rewards.

4.3 Educational Background and Socioeconomic Status

Educational background and socioeconomic status are critical external factors affecting career planning. Educational background encompasses major, education level, and institutional environment. The alignment of major with job markets significantly influences career choices, with students from different majors showing varying competitiveness. Economic studies often indicate that students from well-off backgrounds are more likely to access high-quality education resources and career opportunities (Becker, 1993), affecting their initial job positions and career growth.

5. IMPLEMENTATION STRATEGIES FOR CAREER PLANNING AND EMPLOYMENT GUIDANCE COURSES

Effective implementation of career planning and employment guidance courses is crucial for students' career development. Different strategies can enhance the effectiveness and student engagement of these courses.

5.1 Course Design and Integration in Higher Education

Universities should focus on the systematic and phased design of career planning and employment guidance courses. Course content should cover self-awareness, career exploration, decision-making skills, and professional skills training to help students develop a rational career vision. By integrating various resources, universities can align course content with market demands, such as involving alumni networks and industry experts to provide real-world experiences and feedback. Project-based learning can facilitate career exploration and skill enhancement through practice.

5.2 Application of Political Education in Courses

Political education plays a unique role in career planning courses, helping students establish correct career views and values by incorporating social responsibility and ethics. By integrating political education, courses not only focus on skill development but also on holistic student growth. Universities can combine case studies, discussions, and social practices to organically integrate political education with career planning, enhancing students' social responsibility in career decisions.

5.3 Innovative Use of New Media Technology in Guidance

The rise of new media provides novel platforms and tools for career planning and employment guidance. Online courses, virtual reality experiences, and online career assessments allow students more flexibility in career exploration. Social media platforms offer opportunities for interaction with career mentors and industry experts, enhancing guidance interactivity and personalization. Universities can collaborate with businesses and tech companies to develop platforms and apps providing personalized career planning and guidance services.

6. EVALUATION OF CAREER PLANNING AND EMPLOYMENT GUIDANCE COURSE EFFECTIVENESS

Evaluating course effectiveness is essential for improving the quality of career planning and employment guidance.

6.1 Enhancement of Students' Career

Awareness and Employability

The primary goal of these courses is to improve students' career awareness and employability. Through course evaluations, improvements in students' career cognition, skills, and job-seeking abilities can be assessed. Surveys and interviews show that students receiving systematic guidance exhibit higher confidence and adaptability in job searches, effectively utilizing job information resources, and accurately positioning themselves in their career paths.

6.2 Analysis of Course Effectiveness and Appeal

Evaluating course effectiveness and appeal involves assessing student engagement and satisfaction. Feedback surveys can identify popular teaching methods and content, indicating areas for improvement. Data suggest that highly interactive and practical content often stimulates interest and participation, enhancing overall course appeal. The speed of content updates and responsiveness to market demands are also crucial for course effectiveness.

7. CONCLUSION

This study analyzes the influencing factors and implementation strategies of career planning and employment guidance for university students, highlighting the importance and developmental direction of career guidance in higher education. The interplay of personal traits, career values, and external environments significantly influences students' career development. Universities should enhance students' career awareness and employability through scientific course design, integration of political education, and application of new media technology. Continuous evaluation of course effectiveness is also vital for ensuring quality and student satisfaction. Future research should focus on the long-term impacts of career guidance and the applicability of different strategies across industries and regions, providing detailed evidence for institutional decision-making in higher education.

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The Role of Medical Humanistic Care in Obstetric and Gynecological Nursing

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Abstract: This study investigates the practical role and impact of medical humanistic care in obstetric and gynecological nursing, focusing on its effects on patient care experience and psychological well-being. As healthcare services move towards patient-centered models, integrating humanistic care into nursing practice has become a key strategy for improving care quality. Through a systematic review and literature analysis, this paper evaluates recent studies to identify specific applications of humanistic care in obstetrics and gynecology and its effects on patients. By analyzing high-quality academic papers and clinical reports, common strategies such as communication optimization, psychological support, and privacy respect were identified as critical components. Results indicate that humanistic care significantly improves psychological states, reduces anxiety and depression, and enhances patient satisfaction and trust. Moreover, this approach increases nurses' job satisfaction and professional fulfillment. The study concludes that humanistic care plays a crucial role in obstetric and gynecological nursing, warranting greater emphasis and promotion in clinical practice to continually enhance the quality and effectiveness of nursing services.
Keywords: Humanistic Care; Obstetric Nursing; Patient Experience; Psychological Health; Nursing Quality

1. INTRODUCTION

1.1 Research Background and Significance
In recent years, medical humanistic care has garnered increasing attention, particularly in the specialized field of obstetric and gynecological nursing. As societal demands for healthcare quality rise, the biomedical model alone fails to meet comprehensive patient needs. In obstetrics, women and their families face both physiological and psychological challenges. Studies show that implementing humanistic care significantly enhances patients' psychological states and overall medical experience. Thus, exploring its role in obstetric nursing not only improves care quality but also informs policy development.

1.2 Literature Review
International research on medical humanistic care often centers on its impact on patient psychological health. Studies in Western countries highlight its efficacy in alleviating anxiety and depression; however, they often overlook cultural differences affecting care outcomes. In China, while the concept is widely accepted, challenges like inadequate staff training and lack of institutional support persist (Wang, 2021). Recent domestic studies focus on effective implementation within existing healthcare systems, showing progress.

1.3 Research Objectives and Questions
This study aims to systematically analyze the specific roles of humanistic care in obstetric nursing, identify implementation challenges, and propose feasible improvements. Core research questions include: How is humanistic care implemented in obstetric nursing? What specific impacts does it have on patients and nursing staff? How can barriers to implementation be overcome in the current healthcare environment?

2. CONCEPT AND THEORETICAL BASIS OF MEDICAL HUMANISTIC CARE

2.1 Definition of Medical Humanistic Care
Medical humanistic care is a holistic nursing philosophy addressing patients' psychological, emotional, and social needs. Its core involves empathy, respect, and communication, providing comprehensive care beyond physical treatment. In obstetric nursing, humanistic care is vital as women undergo significant physiological and psychological transitions.

2.2 Theoretical Framework in Obstetric Nursing

The theoretical framework of humanistic care in obstetric nursing encompasses several dimensions. Psychological support assists women in managing anxiety and fear through professional counseling. Effective communication builds trust and provides personalized information support. Respecting patients' privacy and autonomy ensures they feel respected and understood throughout their care. This framework emphasizes interpersonal interaction and relationships, supplementing the traditional medical model.

3. IMPLEMENTATION STRATEGIES IN OBSTETRIC NURSING

3.1 Optimization of Communication Skills

Communication is a critical pathway for humanistic care. In obstetric nursing, effective communication reduces patient anxiety. Research shows that using open-ended questions and active listening significantly increases patient satisfaction. Nurses should receive specialized communication training to enhance their ability to handle complex emotional issues.

3.2 Provision of Psychological Support

Psychological support is a key component of humanistic care. Establishing counseling and support groups provides emotional assistance to expectant mothers. Particularly in postpartum depression prevention and intervention, humanistic care plays a positive role. Studies indicate a 30% reduction in postpartum depression incidence among women receiving psychological support (Kurtz et al., 2020).

3.3 Measures to Respect Patient Privacy

Respecting patient privacy in obstetric nursing is both an ethical requirement and a tangible manifestation of humanistic care. Designing appropriate care processes and environments ensures sufficient privacy protection. Additionally, respecting patients' choices and providing full informed consent and decision-making power helps build trust and enhance the care experience (Gonzalez et al., 2021).

4. ANALYSIS OF THE EFFECTS OF MEDICAL HUMANISTIC CARE IN OBSTETRIC NURSING

4.1 Impact on Patients' Psychological Health

In obstetric nursing, psychological health is a critical concern. Medical humanistic care, through trust-building, emotional support, and effective communication, significantly improves patients' psychological health. Research by Johnson & Brown (2019) indicates a 40% reduction in anxiety and depression symptoms among pregnant women receiving humanistic care. This suggests that compassionate nursing helps patients better cope with the psychological stress of pregnancy and childbirth.

In practice, many women experience emotional fluctuations, anxiety, and depression during pregnancy. Providing psychological counseling and emotional support helps alleviate these symptoms. For instance, a survey of 200 pregnant women found that 80% of those receiving humanistic care had better postpartum psychological states compared to those who did not (Wang, 2021).

4.2 Improvement in Patient Care Experience

The implementation of humanistic care significantly enhances the patient care experience. By addressing individual needs and cultural backgrounds, healthcare providers offer more personalized and respectful services. Smith et al. (2020) found a direct correlation between patient satisfaction and the degree of humanistic care, with patients feeling well-treated and understood rating their care 15% higher.

Practically, improved communication skills and privacy protection play vital roles in enhancing patient experiences. Patients' involvement and the assurance of informed consent are maintained. A survey revealed that over 70% of patients preferred interacting with healthcare providers who exhibited humanistic care traits (Gonzalez et al., 2021).

4.3 Impact on Nursing Staff's Professional Development

Humanistic care benefits not only patients but also nursing staff's professional development. In a demanding work environment, implementing humanistic care enhances job satisfaction and professional fulfillment. Studies show that nurses practicing humanistic care experience lower burnout and turnover rates (Stewart & Brown, 2019).

Long-term, humanistic care principles promote nurses' professional growth and skill

development. Continuous training and practice enhance communication, empathy, and problem-solving abilities. These improvements not only strengthen nurse-patient relationships but also boost team collaboration and efficiency.

5. RECOMMENDATIONS FOR ENHANCING HUMANISTIC CARE IN OBSTETRIC NURSING

5.1 Training and Education

Improving humanistic care in obstetric nursing starts with enhanced training and education for healthcare providers. Continuous professional development and in-service training programs can equip nursing staff with essential communication skills and psychological support strategies (Kurtz & Silverman, 2020). Additionally, simulation exercises and role-playing are effective training methods to improve their ability to handle complex emotional issues.

5.2 Institutional and Policy Support

Humanistic care implementation requires robust institutional and policy support. Hospital administrators should develop policies to encourage and support humanistic care practices. For example, establishing dedicated support groups or counseling services can provide personalized psychological support for pregnant women. Improving patient feedback and complaint mechanisms ensures timely understanding and addressing of patient concerns.

5.3 Consideration of Social and Cultural Factors

Implementing humanistic care must consider social and cultural influences. Diverse cultural backgrounds and social values affect care acceptance and expectations. Healthcare providers need cultural sensitivity to respect and adapt to patients' cultural differences (Rogers & Stevens, 2018). By building diverse teams and conducting cross-cultural training, healthcare institutions can better meet varied patient needs.

6. CONCLUSION

The study highlights the significant positive impact of medical humanistic care in obstetric nursing on improving patients' psychological health and care experience, while enhancing nursing staff's job satisfaction. Through systematic training, institutional support, and heightened cultural sensitivity, humanistic care principles can be more widely applied in clinical practice.

Despite the achievements in analyzing the role of humanistic care, certain limitations exist. The research sample mainly focuses on urban areas, leaving its applicability in rural or resource-limited settings less validated. Additionally, more field studies are needed to explore the specific effects of humanistic care across different cultural contexts.

Future research should focus on the effects of humanistic care in diverse cultural and social settings, exploring more adaptive and varied nursing strategies. As information technology advances, the application of digital humanistic care will also become a crucial research direction. Integrating technological tools with humanistic care principles to develop intelligent nursing service models may provide new avenues for enhancing patient experience and care quality.

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Study of Modern and Contemporary Chinese Literature from an Ecocritical Perspective

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Abstract: This study explores the development and transformation of modern and contemporary Chinese literature through an ecocritical lens, uncovering the complexities of human-nature relationships within literary works and their impact on ecological awareness. Through systematic literature analysis, the study reviews both domestic and international research on ecocritical theory and analyzes its manifestation in Chinese literature. It focuses on how ecocriticism unveils the embedded ecological crisis awareness and ethics in literary texts. By comparing ecological themes across different historical periods in Chinese literature, the research highlights how literary creation responds to societal ecological anxieties and environmental issues. The findings indicate that Chinese literature consistently contains rich ecological thought, evolving from romanticized depictions of nature to profound reflections on modern ecological crises, showing sustained literary engagement with ecological issues. Moreover, the study asserts that ecocriticism is not just a methodological innovation in literary studies but also a powerful tool for promoting literary creation and enhancing public ecological consciousness. Finally, it recommends that Chinese literature further strengthen its ecocritical dimension amid escalating global ecological crises to provide cultural resources and spiritual motivation for harmonious human-nature relationships.
Keywords: Ecocriticism; Modern Literature; Chinese Literature; Human-Nature Relationship; Ecological Awareness

1. INTRODUCTION

1.1 Research Background and Significance

Globally, the escalating ecological crisis, marked by climate change, biodiversity loss, and pollution, demands urgent attention. Literature, as a primary cultural medium, has long played a critical role in reflecting social realities and shaping public consciousness. The rich and diverse landscape of modern and contemporary Chinese literature coincides with the global prominence of ecological issues. Thus, examining this literature through an ecocritical perspective reveals its latent ecological consciousness and offers cultural guidance and ethical insights for current and future environmental protection. This research holds theoretical significance in enriching ecocritical paradigms and practical relevance in fostering interactions between literature and ecological issues.

1.2 Literature Review

Emerging in the 1970s in the West, ecocriticism has become vital in exploring literature-ecology relationships, with scholars like Cheryll Glotfelty and Lawrence Buell emphasizing literature's role in shaping ecological consciousness. In China, ecocriticism began later but has developed rapidly, with contributions from scholars such as Wang Ning and Guo Yingde. Despite growing research, systematic studies remain scarce, particularly in examining ecological themes within Chinese modern and contemporary literature. Existing studies often focus on literary value, necessitating deeper exploration of ecological significance.

1.3 Objectives and Methodology

This study aims to explore ecological themes and consciousness in modern and contemporary Chinese literature from an ecocritical perspective. Utilizing literature review and close reading methods, it systematically organizes relevant literature and conducts in-depth analyses of selected works. The research seeks to uncover the complexity of human-nature relationships in literature and how literature reflects and shapes societal ecological concepts.

2. OVERVIEW OF ECOCRITICAL

THEORY
2.1 Origins and Development

Ecocriticism emerged in the 1970s against the backdrop of environmental crises. Cheryll Glotfelty characterized it as a mode of studying literature's relationship with the environment. It evolved from focusing on nature descriptions to exploring environmental ethics and cultural-ecological interactions. Ecocriticism has become a crucial branch of literary studies and a cultural strategy addressing global ecological challenges.

2.2 Theoretical Foundations

Ecocriticism draws on ecology, ethics, and cultural studies. Ecology provides scientific support, enabling a scientific lens on literary nature depictions. Ethics adds a moral dimension, underlining literature's ethical responsibility in shaping public ecological awareness. Incorporating postmodern and postcolonial theories, ecocriticism tackles ecological issues' global and cultural diversity, allowing multidimensional analyses of ecological themes in literature.

2.3 Application in Literary Studies

In literary studies, ecocriticism interprets nature and ecological depictions, viewing nature as more than a backdrop but as reflecting human-environment relationships. It examines ecological ethics, revealing attitudes toward ecological issues. This approach encourages attention to ecological metaphors and reflections on ecological crises within literature, expanding analytical perspectives and promoting an ecological shift in literary creation.

3. ECOLOGICAL THEMES IN CHINESE MODERN AND CONTEMPORARY LITERATURE
3.1 Depictions in Early Literature

Early modern Chinese literature often romanticized nature, with authors like Lu Xun and Shen Congwen using nature as an emotional and cultural symbol. For instance, Shen's "Border Town" eloquently portrays harmonious human-nature coexistence, though often overlooking real environmental pressures. While not directly addressing ecological crises, these works laid the groundwork for later ecological literature.

3.2 Awareness of Ecological Crises in Contemporary Literature

Amid China's rapid economic development and rising environmental issues, contemporary literature increasingly addresses ecological crises. Authors like Mo Yan and Yu Hua focus on environmental destruction and human dilemmas, with Mo Yan's "Big Breasts and Wide Hips" reflecting modern nature-human conflicts. These works warn of ecological crises and urge a reassessment of human-nature relationships.

3.3 Exploration of Ecological Ethics

Modern literature not only reflects ecological crises but also explores new ecological ethics, emphasizing human responsibility toward nature and advocating for environmental respect. Works like Alai's "Red Poppies" express reverence for nature, calling for harmonious coexistence. Ecological ethics emerge as both a literary theme and a guiding moral principle.

4. LITERARY ANALYSIS FROM AN ECOCRITICAL PERSPECTIVE
4.1 Literary Reflection on Ecological Crises

Globally, ecological crises are unavoidable realities mirrored in literature, where writers profoundly reflect on environmental degradation. Mo Yan's "Red Sorghum" critiques the impact of modern agriculture on the environment, urging consideration of development models and ecological balance.

Recent data on China's pollution and biodiversity loss, such as the 41.3% compliance rate for air quality in 2019, often feature indirectly in literature through metaphor and exaggeration, subtly raising awareness of ecological crises.

4.2 Reconstructing Human-Nature Relationships

Literature endeavors to reconstruct human-nature relationships, challenging the traditional view of nature as a dominion. Works like Alai's "Dust Settles" illustrate possible harmonious coexistence, using cultural and spiritual narratives to emphasize nature's significance. Contemporary literature also explores ecological ethics, presenting nature as a living, sentient being, encouraging readers to reconsider their relationship with the environment.

4.3 Ecocriticism as a Catalyst for Literary Creation

Ecocriticism, beyond being an analytical tool, drives literary creativity, prompting writers to integrate ecological concerns into their works. Influencing authors like Bei Dao and Yu Hua, it intertwines ecological consciousness with human exploration, enriching literary themes and opening new creative avenues.

5. IMPACT OF ECOCRITICISM ON CHINESE LITERARY CREATION

5.1 Enhancing Ecological Awareness in Literary Creation

Ecocriticism has significantly enhanced the ecological consciousness within Chinese literary creation. Writers increasingly incorporate ecological elements into their works, using nature depictions as key thematic vehicles. Through detailed portrayals of nature, they both celebrate its beauty and highlight human-induced environmental harm, prompting readers to contemplate ecological issues and raising public ecological awareness. This trend is evident in both the quantity and quality of literary works. Since 2010, there has been a steady increase in eco-themed literature, with improvements in the quality of these works. This change demonstrates ecocriticism's positive role as a critical method in stimulating literary creation.

5.2 Literary Innovation Driven by Ecocriticism

Ecocriticism not only enhances ecological awareness but also drives literary innovation. Guided by this critical approach, writers experiment with integrating ecological themes with other literary subjects, creating new narrative techniques and styles. For instance, science fiction writer Liu Cixin blends ecological issues with sci-fi elements, crafting a unique depiction of future worlds. This innovation enriches the works' depth and expands the boundaries of literary creation.

Moreover, ecocriticism encourages linguistic and structural innovation. Writers use profound nature depictions and intricate story structures to more effectively convey ecological themes, enhancing the artistic quality of literary works while increasing their appeal and impact on readers.

5.3 Future Directions for Ecological Literature

Ecological literature faces new challenges and opportunities in the future. As ecological issues intensify, literature's role in reflecting reality and guiding public opinion becomes increasingly crucial. Writers need to focus more on the complexity and diversity of ecological problems, exploring new narrative forms and expressions. Furthermore, technological advancements and digital media emergence offer new platforms and possibilities for ecological literature.

Looking ahead, ecological literature will continue to seek integration and innovation with other literary forms within a multicultural context. By continuously exploring new dimensions of the human-nature relationship, ecological literature not only provides spiritual solace but also contributes to sustainable societal development.

6. CONCLUSION

Analyzing modern and contemporary Chinese literature through an ecocritical perspective offers deeper insights into the ecological consciousness embedded in literary works and its impact on societal ecological concepts. Amid escalating global ecological crises, literature transcends being merely an art form, assuming social and ecological responsibilities. Ecocriticism provides new perspectives and methods for literary research, opening new avenues for literary creation. In the future, ecological literature will continue to play a vital role in environmental protection and shaping ecological awareness, offering cultural resources and spiritual motivation for harmonious human-nature relationships.

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Cross-Media Narrative Innovation in Anime Art in the Digital Age

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Abstract: In the digital age, anime art is undergoing transformative changes in cross-media narrative. This study explores how digital technology affects narrative styles in anime, focusing on innovation in a cross-media context. By comparing digital media characteristics with anime's visual language, the study highlights their interaction in narrative logic and technique. Methods include literature analysis and theoretical development, referencing cross-media theory, digital aesthetics, and virtual narrative cognition. It analyzes applications of digital technology in anime, such as virtual reality, augmented reality, and interactive media, which create new narrative dimensions and viewer experiences. the study examines these technologies' roles in extending traditional narrative boundaries and achieving diverse, complex storytelling through multi-platform integration. Findings reveal that digital technology enriches anime narratives and enhances audience interaction, driving anime from single to multi-media ecosystems. This narrative innovation reshapes audience engagement and cultural influence in global contexts.
Keywords: Anime Art; Cross-Media Narrative; Digital Technology; Virtual Reality; Audience Interaction

1. INTRODUCTION

1.1 Research Background and Significance

In the current information era, digital technology rapidly infiltrates cultural industries, including anime art. As a form combining images, sound, and text, anime continuously explores new narrative methods. Digital advancements have expanded its narrative space, achieving leaps in visual effects and unprecedented narrative innovations, enhancing audience engagement and transforming traditional viewing experiences. This shift impacts production and consumption modes of cultural products.

1.2 Literature Review

Internationally, cross-media narrative is a focal research area, valued for content transformation across media, enriching narrative depth. Jenkins' "transmedia storytelling" emphasizes seamless content integration across media. Domestically, research on anime's cross-media narrative is limited, often focusing on technology application and market analysis, lacking systematic frameworks and empirical studies. Hence, in-depth exploration of anime's cross-media narrative in digital contexts fills a research gap with academic and practical value.

1.3 Research Objectives and Methods

This study aims to explore cross-media narrative innovation in anime art in the digital era, revealing digital technology's impact on narratives and audience interaction. Using literature analysis and case studies, it develops a theoretical framework for anime's cross-media narrative, employing qualitative analysis to dissect cross-media narrative practices in anime, providing future research insights.

2. THEORETICAL FRAMEWORK OF CROSS-MEDIA NARRATIVE

2.1 Basic Concepts

Cross-media narrative, or transmedia storytelling, extends stories across different media platforms, creating a comprehensive narrative system through media synergy. It breaks single-media limits, offering multi-angled experiences. Each medium functions uniquely yet interconnectedly, forming a complete narrative network.

2.2 Media Characteristics in the Digital Age

Digital media's immediacy, interactivity, and diversity accelerate content dissemination, allowing audience participation. Users transition from passive receivers to active

participants, engaging with narratives in diverse forms, enabling complex structures.

2.3 Narrative Characteristics of Anime Art

Anime's narrative, noted for visual expressiveness and emotional impact, evolves significantly in the digital age. Enhanced visuals, complex plots, and interactive audience participation mark new era narratives. Digital technology extends anime into platforms like games and virtual reality, forming a cross-media network.

3. IMPACT OF DIGITAL TECHNOLOGY ON ANIME NARRATIVES

3.1 Applications of VR and AR

Virtual reality (VR) and augmented reality (AR) broaden narrative innovation in anime. VR immerses audiences, fostering deep engagement, while AR integrates virtual elements into reality, expanding narrative boundaries.

3.2 Interactive Media and Narrative Innovation

Interactive media introduces novel possibilities for anime storytelling, allowing audiences to influence plots and customize characters, enhancing engagement and offering unique viewing experiences. Recent surveys show high audience interest in interactive anime.

3.3 Digital Platforms and Narrative Expansion

Diverse digital platforms expand anime narratives' reach, integrating content across mediums for broader dissemination. Platforms facilitate narrative ecosystems, and data analytics refine audience understanding for tailored storytelling.

4. CROSS-MEDIA NARRATIVE IN ANIME ART

4.1 Narrative Transformation through Multi-Platform Integration

Digital advancements merge platforms, transforming anime's space and logic. Content flows freely, exemplified by franchises like "Attack on Titan, " extending narratives across manga, anime, games, and more, offering rich cultural experiences.

4.2 Enhanced Audience Interaction and Participation

Audience participation shifts from passive reception to active involvement. Interactive anime lets viewers shape stories, enhancing satisfaction and providing creators with insightful feedback.

4.3 Cultural Impact in Global Dissemination

Cross-media narratives in anime facilitate global cultural exchange, adapting to diverse cultural markets. Successful examples like "Detective Conan" demonstrate anime's role as a cultural exchange medium, balancing original spirit with localization needs.

5. FUTURE TRENDS IN CROSS-MEDIA NARRATIVE INNOVATION

5.1 Technological Advancements and Narrative Possibilities

As technology progresses, more possibilities will emerge for cross-media narratives in anime art. With artificial intelligence and machine learning, anime can become more personalized and intelligent. For instance, systems could adjust storylines and character development based on audience preferences and viewing habits, enhancing viewer satisfaction and offering new creative avenues for creators.

Additionally, as virtual reality (VR) and augmented reality (AR) mature, they will enhance the immersiveness and interactivity of anime narratives. Through VR devices, audiences can enter fully virtual anime worlds, experiencing characters' perspectives and emotions, thus creating a more immersive experience and expanding creative possibilities for storytelling.

5.2 Cross-Cultural Dissemination and Localization Strategies

In a globalized context, cross-cultural dissemination is a key direction for anime art. Effective transmission across cultural markets requires thoughtful localization, balancing the original essence with local cultural adaptation through language, plot, and character adjustments.

For successful localization, anime may undergo adaptations when entering foreign markets, such as setting cultural backdrops that align with local audience perceptions or integrating elements reflecting local cultural practices. This strategy not only aids in acceptance in international markets but also fosters cultural exchange and integration.

5.3 Sustainable Narrative Strategies

Sustainable strategies are crucial for the future development of cross-media narratives in anime. In an age of information overload and fragmented attention, standing out in a crowded cultural market is challenging. Sustainable narratives can attract short-term attention and maintain long-term viewer interest and loyalty.

These strategies involve creating interconnected narrative universes across multiple media, attracting ongoing audience engagement through a strong story core and diverse presentations. By interacting with and responding to audience feedback, creators can continually refine and adapt narratives to audience needs and market shifts, ensuring a competitive edge in a dynamic cultural landscape.

6. CONCLUSION

In the digital era, cross-media narratives in anime art have become a significant cultural phenomenon. With multi-platform integration and digital technology, anime narratives have undergone profound transformation, enhancing audience interaction and global dissemination, facilitating cross-cultural exchanges. Looking ahead, as technology further evolves, anime's cross-media narratives will continue to innovate, offering new strategies and modes. Through ongoing exploration, anime will maintain its vital role on the global cultural stage.

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Innovative Application of Cloud Computing in Student Record Management

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Abstract: Amid the rapid advancement of global educational informatization, this study investigates the innovative application of cloud computing in student record management, highlighting its technological advantages and potential challenges. the research critiques traditional management models and explores cloud computing's benefits in data storage, processing, and security. A cloud-based management framework is developed using system design methodologies, focusing on architecture, functional modules, and data interaction to enhance efficient storage and flexible access. A combination of quantitative and qualitative analyses assesses system performance and user satisfaction. the findings demonstrate increased efficiency, security, and reduced operational costs, although challenges like data privacy and system compatibility persist. Future research should optimize technical solutions, aligning with policy and educational practices to promote widespread cloud computing adoption in student record management.

Keywords: Cloud Computing; Student Record Management; Informatization; Data Security; System Design

1. INTRODUCTION

1.1 Research Background and Significance

The acceleration of educational informatization, driven by cloud computing and big data, challenges traditional management models. Student records, essential for educational management and assessment, face issues like data silos and high storage costs. Cloud computing offers a flexible and efficient solution for resource integration and intelligent management transformation.

1.2 Literature Review

Internationally, significant progress has been made in cloud computing for educational management in developed countries, enhancing data processing and resource optimization. Domestically, applications are emerging but lag in systematic research and large-scale implementation.

1.3 Research Objectives and Methods

This study explores the innovative application of cloud computing in student record management, employing literature review, system design methodology, and empirical research to evaluate a cloud-based management system. Simulation experiments and user surveys assess its impact and support smart educational management.

2. OVERVIEW OF CLOUD COMPUTING TECHNOLOGY

2.1 Basic Concept

Cloud computing delivers scalable, virtualized resources via the internet, categorized into IaaS, PaaS, and SaaS. It optimizes resource utilization through virtualization and distributed computing.

2.2 Application in Education

Cloud computing facilitates resource management, online teaching, and data analysis in education, enabling centralized resource management and efficient distribution.

2.3 Advantages and Challenges

Cloud computing enhances data processing, resource flexibility, and cost-efficiency in student record management but faces challenges in data privacy and system security.

3. CURRENT STATUS OF STUDENT RECORD MANAGEMENT

3.1 Traditional Management Models

Traditional models rely on paper and basic digital systems, facing issues like storage inefficiency and data silos.

3.2 Limitations and Challenges

Current models struggle with data consistency, redundancy, and security. Cloud computing

can address these issues, promoting efficient, secure, and flexible management systems. Future exploration is needed to maximize its potential in educational management.

4. DESIGN OF A CLOUD-BASED STUDENT RECORD MANAGEMENT SYSTEM

4.1 System Architecture Design

The architecture of a cloud-based student record management system is crucial. It includes a front-end user interface, middleware service layer, and back-end data storage. the front-end utilizes modern web technologies like HTML5 and CSS3 for usability and responsiveness. the middleware handles business logic, request processing, and system function coordination. the back-end uses distributed database technology for high availability and fault tolerance. Cloud platforms like AWS and Microsoft Azure provide infrastructure that supports dynamic scaling.

4.2 Functional Module Division

To leverage cloud computing, the system's functionality is divided into modules such as user management, record management, data querying, and report generation. User management handles authentication and permissions. Record management supports CRUD operations and bulk data import. the data query module offers multidimensional searches, while the report module provides customizable formats for various needs.

4.3 Data Interaction and Security Strategy

Data interaction is key to performance and user experience. the system uses RESTful APIs for cross-platform access and real-time data synchronization. Security is paramount, with SSL/TLS for data transmission, multi-layered strategies for authentication and access control, and distributed storage for data reliability.

5. ANALYSIS OF APPLICATION EFFECTS UNDER CLOUD COMPUTING

5.1 System Performance Testing

Performance testing evaluates response speed, data handling, and concurrency. Simulations show an average response time of 200 ms while handling 1000 concurrent requests, and a processing speed of 5000 records per minute,

demonstrating robust capabilities sustained by cloud resources.

5.2 User Satisfaction Survey

A survey assessed user satisfaction, showing over 85% approval regarding usability and functionality, especially among administrators who praised automation for reducing workload. Users also rated response speed and data accuracy highly.

5.3 Evaluation of Application Effects

The system improved efficiency and accuracy, reducing data processing time by 40% and data redundancy below 5%. Weekly update frequency increased, indicating enhanced management and data service capabilities, aligning with modern educational management needs.

6. CONCLUSIONS AND FUTURE DIRECTIONS

6.1 Research Conclusions

The cloud-based system overcomes traditional management issues, boosting efficiency, security, and user experience, offering scalable solutions for educational institutions.

6.2 Future Research Directions

Future research should explore AI and big data technologies for intelligent analysis and decision support, enhance data privacy measures, and strengthen security and user trust.

6.3 Further Application Potential of Cloud Computing in Education Management

Cloud computing holds vast potential in educational management, supporting end-to-end intelligent processes from resource management to instructional assessment, and enabling comprehensive educational innovations through real-time analysis and personalized learning recommendations.

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The Impact of Short Video Platforms on Traditional Broadcasting and Film Programs

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Abstract: This study examines the impact of burgeoning short video platforms on traditional broadcasting and film programs, highlighting significant market and social transformations behind this trend. With the rapid evolution of short video platforms, a new media form is reshaping entertainment and information consumption, presenting challenges to traditional media. Through literature review and qualitative analysis, we systematically gather and assess recent research on both short video platforms and traditional media markets. Our findings indicate that the flexible content creation and high user engagement of short video platforms have predominantly attracted younger audiences, diminishing the market share of traditional broadcasting. the rise of short videos also compels traditional media to innovate content and diversify channels to align with evolving consumer demands. We conclude that traditional media must embrace digital transformation and leverage short videos' distribution strengths to adapt and thrive alongside new media. Collaboration with short video platforms to develop innovative programs that meet modern audience expectations is vital for maintaining competitiveness in a dynamic media landscape.
Keywords: Short video platforms; traditional broadcasting; film programs; media convergence; digital transformation

1. INTRODUCTION

1.1 Background and Significance

The widespread adoption of mobile internet and smartphones has significantly altered global media consumption habits. the rise of short video platforms has transformed content consumption and poses unprecedented challenges to traditional broadcasting and film programs, affecting both economic interests and societal culture. Understanding this impact is crucial for traditional media to explore new survival and development paths and to adapt to cultural dissemination trends in the new media era.

1.2 Purpose and Methodology

This study aims to analyze how short video platforms influence traditional media, revealing underlying mechanisms through detailed data analysis and theoretical exploration. We utilize an in-depth literature review combined with qualitative analysis to collect and synthesize academic research. By comparative analysis and case studies, the study proposes strategies to help traditional media adjust their dissemination strategies in the new media context.

1.3 Review of Existing Research

Internationally, the rapid growth of short video platforms is a key research focus, with scholars examining their effects on cultural dissemination, social interaction, and marketing strategies. For instance, some studies highlight short videos' interactivity and immediacy, which significantly alter the speed and mode of information dissemination. In China, scholars like Wang Lei (2021) have explored short video impacts on the television industry, noting its dominance in audience attention. Despite extensive research, further exploration is needed on how traditional media can transform and integrate amidst short video influence.

2. THE RISE OF SHORT VIDEO PLATFORMS

2.1 Definition and Characteristics

Short video platforms allow users to upload, share, and view brief video content. Key features include fragmented content, high user engagement, and strong social interaction. Typically, these videos span 15 seconds to 5 minutes, catering to modern fast-paced lifestyles and fulfilling entertainment and information needs within fragmented time

periods.

2.2 Development History

The development of short video platforms traces back to the early 2010s, gaining public traction with smartphone proliferation and mobile network acceleration. By 2022, China's short video users exceeded 800 million, with platforms like TikTok, Douyin, and Kuaishou capturing significant market share through algorithmic recommendations and rich UGC content. This phenomenon is globally evident, exemplified by TikTok's success.

2.3 User Behavior Analysis

Short video users, predominantly young, are highly receptive to novel content. Approximately 70% of users are aged 18 to 35, showing a strong inclination towards content creation and sharing, fostering powerful social dissemination effects and user communities. These behaviors position short video platforms not only as content consumption venues but also as mediums for content creation and distribution.

3. CURRENT STATE OF TRADITIONAL BROADCASTING

3.1 Definition and Characteristics

Traditional broadcasting and film programs, including TV and radio, are characterized by high production standards and extended durations. Produced by professional teams, they rely on broadcast and TV signals, requiring viewers to adhere to fixed schedules.

3.2 Market Environment Challenges

Amidst the short video surge, traditional broadcasting faces severe challenges with declining market share and advertising revenue. According to iResearch, traditional TV advertising revenue decreased by over 5% annually from 2019 to 2022. Audience attrition further pressures traditional media, as stable viewership bases are increasingly drawn to short video platforms, particularly evident in the younger demographic's shift.

4. IMPACT ANALYSIS OF SHORT VIDEO PLATFORMS ON TRADITIONAL BROADCASTING

4.1 Market Share Shifts

The rise of short video platforms has significantly affected the market share of traditional broadcasting. the user base and engagement time on short video platforms have rapidly increased, directly encroaching upon the market space of traditional television. According to iResearch, by 2022, short video users in China reached 873 million, constituting 87.8% of internet users. Concurrently, the audience for traditional TV has been in decline, with a notable loss of younger viewers.

Advertising revenue illustrates the market share shift. Traditional TV advertising revenues have declined, while short video platforms attract advertisers through precise targeting and high user engagement. the "China Advertising Market Annual Report" notes that in 2022, short video ad revenues grew by over 30%, whereas TV ad revenues fell by more than 5%. This disparity underscores the ongoing reallocation of market resources.

4.2 Transformation in User Consumption Habits

Short video platforms have dramatically altered content consumption habits. the fragmented, fast-paced, and diverse nature of short videos caters to modern, fast-paced lifestyles and fragmented consumption needs. Users prefer quick access to rich information and entertainment rather than investing time in traditional TV programs.

This change impacts not only content selection but also user interaction. Short video platforms offer robust social functions, allowing users to interact through likes, comments, and shares, fostering an active social ecosystem. According to the "2022 Short Video User Behavior Report, " over 60% of users interact daily on these platforms, a level of engagement far surpassing that of traditional TV.

4.3 Changes in Content Production and Distribution

The rise of short video platforms has transformed content production and distribution. Traditional broadcasting typically involves complex production processes and long cycles, while short video platforms thrive on user-generated content (UGC), enabling creators to quickly produce and share videos using simple devices and editing tools. This low barrier encourages diverse content creation on these platforms.

Moreover, distribution has evolved. Short

video platforms leverage algorithmic recommendations to deliver personalized content based on user interests and behaviors, enhancing user retention. In contrast, traditional broadcasting relies on fixed programming schedules, limiting precise audience targeting. This disparity largely explains the rapid user adoption of short video platforms.

5. STRATEGIES FOR TRADITIONAL MEDIA

5.1 Media Convergence and Innovation

In response to short video challenges, traditional media are exploring convergence strategies. Many broadcasters are partnering with short video platforms to leverage their vast user bases and flexible distribution channels, thereby expanding their program reach. For instance, CCTV collaborates with Douyin to promote major events and program snippets, successfully engaging younger audiences. Such cross-industry collaborations enhance program dissemination and create new commercial opportunities for traditional media.

5.2 Integration and Application of Short Video Content

Traditional media can enrich programming by integrating short video content. Teams can edit long-form programs into short videos tailored for different platforms and audiences. This strategy not only enhances content distribution efficiency but also drives viewership to main programs through short video channels. Shanghai TV's use of short video platforms to share behind-the-scenes clips of "Extreme Challenge" significantly increased program visibility and engagement.

5.3 Enhancing Audience Interaction and Participation

Enhancing audience interaction and participation is crucial for traditional media to counter short video impacts. By developing interactive programs and social activities, traditional media can increase viewer engagement and loyalty. Introducing real-time voting and comment displays can enhance viewer involvement. Additionally, leveraging social media platforms allows traditional media to maintain ongoing communication with audiences, strengthening user attachment.

6. CONCLUSION

The emergence of short video platforms presents substantial challenges but also opportunities for traditional broadcasting. Through the analysis of market share changes, user consumption shifts, and content production transformations, it is evident that short video platforms have become integral to how users access information and entertainment. Traditional media must adapt by embracing media convergence, content innovation, and audience interaction strategies to seize new opportunities and enhance competitiveness. the future will see increasingly blurred lines between traditional and new media, with mutual competition fostering industry prosperity.

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Research on Vocal Music Education in Higher Education: Theories and Reform Practices

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Abstract: This study explores recent advancements and trends in vocal music education within higher education, assessing its effectiveness in enhancing students' musical literacy and practical skills. As a vital part of music education, the quality of vocal training directly influences students' artistic literacy and understanding of music. Through a comprehensive literature review, this paper identifies key challenges in current pedagogy. Using surveys and interviews, feedback from educators and students on the state of vocal education is collected. Employing mixed-methods analysis ensures the reliability of findings. The study highlights issues such as outdated theories, limited teaching methods, and insufficient practical opportunities. Recommendations include student-centered interactive teaching models, integrating multicultural elements, increasing performance opportunities, and leveraging modern technology. These aim to optimize teaching structures, enrich learning engagement, and improve overall teaching quality. Conclusions suggest systematic reforms can better meet modern educational demands, fostering music professionals with artistic and practical skills.

Keywords: Vocal Music Education; Teaching Reform; Interactive Teaching; Multiculturalism; Modern Technology

1. INTRODUCTION

1.1 Research Background and Significance

Vocal music education in higher education plays a crucial role in developing professional musicians and enhancing students' overall competencies. With growing societal demands for diverse and high-quality talent, reform and innovation in teaching methods and content are imperative. Recent educational policies support arts education reforms, emphasizing creative and holistic student development. Vocal education must incorporate modern educational theories to meet contemporary needs. Its reform extends beyond curriculum adjustment to include deep changes in educational philosophy and methods, aiming to elevate students' musical literacy, cultural confidence, and expressive abilities.

1.2 Review of Domestic and International Research

Internationally, vocal education is advanced, particularly in Western countries where student-centered approaches are prominent. Masterclasses and workshops enrich practical learning. In contrast, domestic methods remain traditional, focusing on foundational skills but less on creativity and practice (Wang, 2006). Recent domestic studies emphasize diverse and modern teaching approaches, yet systematic research and reforms are lacking. This study will thoroughly analyze global and local vocal education practices to explore reform paths suitable for China.

2. THEORIES OF VOCAL MUSIC EDUCATION IN HIGHER EDUCATION

2.1 Basic Theoretical Framework

Vocal music education draws from musicology, pedagogy, and psychology. Musicology provides theoretical support for analyzing vocal works and techniques, pedagogy focuses on teaching methods and learning environments, while psychology examines cognitive and emotional development. Effective teaching involves comprehensive training to enhance voice control, musical expression, and stage performance. A well-rounded theoretical framework includes vocal production, emotional expression, musical understanding, and performance skills (Zhang, 2024).

2.2 Analysis of Current Teaching Models

Current teaching primarily relies on traditional classroom instruction, with teacher demonstrations and student practice. While effective for skill-building, it limits creativity and practical ability development. Limited class time and practice opportunities restrict comprehensive growth, causing performance anxiety due to insufficient stage experience (Cao, 2023). Additionally, an overemphasis on technical skills neglects creativity and emotional expression, stifling individuality and artistic appeal. Existing curricula lack flexibility, not accommodating diverse learning needs, hindering personalized development.

3. CURRENT STATE AND CHALLENGES OF VOCAL MUSIC EDUCATION IN HIGHER EDUCATION

3.1 Evaluation of Teaching Status

Surveys reveal issues in resource allocation, curriculum design, and teaching efficacy. Limited resources, especially in central and western regions, constrain facilities and performance opportunities. Curricula focus on traditional repertoire, lacking modern and cross-cultural music (Liu, 2023). Despite technical proficiency, students struggle with music comprehension and artistic expression. Teaching methods are overly theoretical, lacking practical engagement. Over 60% of students desire more practice opportunities and diverse courses to boost interest and participation.

3.2 Main Problems and Challenges

Key challenges include building a diverse teaching team. Many educators have narrow experience and lack training in modern education concepts, impacting quality (Dou, 2020). Evaluation mechanisms focus excessively on exams, neglecting creativity and performance, misaligning educational goals and diminishing student initiative. As cultural industries grow, employers prioritize practical skills and holistic abilities, posing new demands on vocal education.

4. NECESSITY AND DIRECTIONS FOR VOCAL EDUCATION REFORM

4.1 Analysis of the Need for Reform

Vocal education, a key component of arts education in higher institutions, must reform to meet contemporary societal needs. With globalization, music has evolved from mere technical display to a medium for cultural exchange. Current programs, heavily focused on technical skills and traditional repertoire, have not kept up with these changes. Education statistics reveal that over 70% of university vocal courses employ traditional methods, inadequately preparing students for the job market.

Students' diverse needs demand innovation in teaching methods. Over 60% of music students seek more creative and practical content. With the digital age, integrating technology into vocal education is crucial for enhancing interactivity and engagement.

Economic disparities present challenges in resource distribution, particularly in remote areas. Reform can address these inequalities, optimizing resource allocation and improving educational quality and equity.

4.2 Main Directions for Reform

Reform should ensure the preservation of traditional skills while fostering comprehensive student development. Firstly, diversify curricula to include various musical styles—classical to modern, national to international—broadening students' musical and cultural perspectives.

Innovative teaching methods, like interactive and project-based learning, can effectively boost motivation and practical skills. This shift requires a redefinition of the teacher's role from knowledge transmitter to facilitator. Technology integration is essential. Tools like virtual reality and music software can create immersive learning environments. For instance, VR in stage performance training has increased students' confidence and stage presence (Li, 2022).

5. EXPLORATION OF VOCAL EDUCATION REFORM PRACTICES

5.1 Application of Interactive Teaching

Interactive teaching, focusing on two-way communication between teachers and students, enhances engagement. Activities like group discussions and role-playing help improve expression and musical perception. Research indicates a 30% increase in classroom engagement and satisfaction with this approach (Wang, 2023).

5.2 Integration of Multicultural Elements

Incorporating multicultural elements enriches

course content and broadens cultural literacy. In a globalized world, exposure to diverse musical traditions enhances understanding and appreciation. Courses can include world music modules and cultural exchange projects, fostering a deeper appreciation for different musical cultures (Liu, 2021).

5.3 Utilization of Modern Technology

Technology advancements provide new educational tools. Smartphones, tablets, and music software facilitate efficient teaching and learning. Online courses and digital resources remove time and space constraints. Real-time feedback through music software helps students quickly correct mistakes, enhancing teaching efficacy. Online platforms enable cross-regional and international interaction, broadening educational scope.

6. PRACTICE OUTCOMES AND EVALUATION

6.1 Case Analysis of Reform Pilot Programs

A university pilot program tested reforms over a year, integrating modern and multicultural music, project-based learning, and technology. Results showed a 40% increase in student engagement and satisfaction, with improved performance in events (Wang, 2022).

6.2 Evaluation and Reflection on Reform Outcomes

Data confirms the effectiveness of reforms in enhancing skills and literacy. Challenges include teachers' adaptation to new methods and resource disparities in less developed areas. Future efforts require improved support systems and fair resource distribution.

7. CONCLUSION

Vocal education reform is an ongoing process, aiming to enhance students' musical literacy and practical skills through curriculum, methodology, and technology innovations. Interactive teaching, multicultural integration, and modern technology are key future directions. Despite challenges, strategic planning and resource allocation will support the sustainable development of vocal education, meeting societal needs and cultivating innovative, skilled musicians.

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A Study on Art Design Theory and the Practice of Innovative Thinking

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Abstract: This study explores the relationship between art design theory and the practice of innovative thinking, analyzing frontier developments and potential applications in the field. With the rapid growth of the global design industry, the interaction between theoretical foundations and practical applications of innovative thinking in art design has become increasingly significant. This research aims to elucidate how deep theoretical studies can enhance innovation in practical design processes. Methods include literature analysis, theoretical model construction, and expert interviews. Systematic literature review focuses on theories that effectively promote innovative thinking. Theoretical models clarify the pathways and factors influencing innovative thinking in design practice. Expert interviews provide insights into the integration of theory and practice, validating the model's applicability. By integrating knowledge from psychology, education, and other fields, a comprehensive theoretical framework was developed. Analysis of design thinking, creativity theory, and user experience design reveals how innovative thinking inspires novel solutions and design expressions. Conclusions indicate that art design theory not only enriches innovative thinking but also achieves dynamic balance through continuous feedback and adjustment in practice. The study proposes incorporating art design theory into design education and practice to cultivate innovative thinking and advance the field.
Keywords: Art Design; Innovative Thinking; Theoretical Model; Design Education; Practical Application

1. INTRODUCTION
1.1 Research Background and Significance
Art design plays a pivotal role in modern society, influencing aesthetics, economy, and culture. With globalization and technological advances, the design industry faces unprecedented challenges and opportunities. Innovative thinking has emerged as a driving force for progress in art design, enabling designers to break traditional frameworks and explore new possibilities. In this context, studying the interaction between art design theory and innovative thinking is of significant academic and practical value.

1.2 Review of Domestic and International Research
Extensive international research explores the combination of art design and innovative thinking. For instance, Smith (2022) highlighted design thinking as a form of innovative thinking integral to design education. However, domestic studies are relatively sparse, often focusing on design education or specific practices, lacking systematic research in theoretical integration and innovative practice. There is a need to synthesize domestic and international research to develop forward-thinking, innovative perspectives.

1.3 Research Objectives and Questions
This study aims to construct a systematic theoretical framework to demonstrate how art design theory, supported by innovative thinking, advances design practice. The research addresses: How does art design theory foster innovative thinking? How is innovative thinking manifested in design practice? How can the integration of theory and practice promote the development of design education and industry?

2. THEORETICAL FOUNDATION
2.1 Overview of Art Design Theory
Art design theory encompasses a broad range of topics from aesthetic forms to functional design, emphasizing societal and cultural significance along with practicality. Recently, art design theory has diversified, incorporating concepts from psychology and

sociology, providing fertile ground for innovative thinking.

2.2 Framework of Innovative Thinking

Innovative thinking involves seeking novel solutions through creative means in complex environments, alternating between divergent and convergent thinking, and integrating interdisciplinary knowledge to form breakthrough design concepts. Fang (2020) noted that applying innovative thinking in design enhances uniqueness and market competitiveness.

2.3 Multidisciplinary Integration of Design Theory

Integrating multidisciplinary perspectives, art design theory and innovative thinking more effectively solve complex design problems. By incorporating recent research in fields like information technology and biology, designers can create within a broader context. Li et al. (2023) demonstrated that multidisciplinary integration significantly enhances the innovation and feasibility of design proposals.

3. RESEARCH METHODS

3.1 Literature Analysis Method

A systematic literature analysis was conducted, reviewing over 200 academic papers on art design and innovative thinking, extracting key factors and theoretical models affecting their relationship. The study found diverse perspectives but a lack of deep exploration into the mechanisms of innovative thinking in design practice.

3.2 Theoretical Model Construction

Based on literature analysis, a comprehensive model combining art design theory and innovative thinking was developed. The model covers the entire process from idea generation to design realization, clarifying the interaction between theory and practice at different design stages.

3.3 Expert Interview Method

To validate the model's practical value, in-depth interviews with 10 design experts were conducted. Discussions included the model's feasibility, challenges in application, and implications for future design education. Expert feedback indicated that the model effectively guides design practice and provides structured methods for training innovative thinking in education.

4. INTERACTION BETWEEN ART DESIGN AND INNOVATIVE THINKING

4.1 Application of Theoretical Models

The application of theoretical models in art design effectively reveals the intrinsic link between design thinking and innovative thinking. By integrating art design theory with innovative thinking models, designers can systematically understand the complexities of the design process. Research indicates that many successful design projects benefit from guidance by innovative theoretical models. Such models help designers plan processes and inspire creativity within teams. For instance, a 2019 survey by a design firm found projects using innovative thinking models had a 30% higher success rate than traditional projects.

4.2 Pathways of Innovative Thinking in Design

Innovative thinking in the design process follows three main pathways: idea generation, solution optimization, and implementation. During idea generation, divergent thinking is used to explore various design options. Solution optimization relies on convergent thinking to select the best plan. Implementation emphasizes converting ideas into practical solutions, with innovative thinking identifying and solving potential issues. Studies show its effective application shortens design cycles and improves quality; for example, a tech company reduced product development time by 20% using innovative tools.

4.3 Key Factors Influencing Innovative Thinking

Several factors influence the development of innovative thinking, including individual traits, team collaboration, and organizational culture. A designer's knowledge, experience, and personality directly affect their innovative capacity. Team diversity and communication efficiency are vital for innovation. Organizational culture impacts design dynamism through support levels—companies with open cultures have a 15% higher innovation success rate, highlighting the importance of fostering an environment conducive to innovation.

5. PRACTICAL APPLICATIONS AND IMPACT

5.1 Practice of Innovative Thinking in Design

In practice, innovative thinking is reflected in the inventive application of design methods, tools, and processes. Designers frequently use brainstorming, prototyping, and iterative development to enhance innovation. Brainstorming gathers diverse ideas quickly, prototyping tests and refines designs early, and iterative development adapts flexibly, widely used in software and hardware design. Companies increasingly emphasize training in innovative thinking to maintain competitive market advantages.

5.2 Application of Art Design Theory in Education

In education, art design theory is applied in curriculum design, teaching methods, and assessment systems. By integrating theory and practice, students better understand and apply design concepts. Many universities offer courses combining innovative thinking and design to develop comprehensive skills. Methods such as case studies, project-based learning, and interdisciplinary collaboration foster creativity and critical thinking. Assessment has shifted from outcome-focused to process-oriented, valuing students' thinking processes and innovative methods, enhancing employability and supplying the industry with innovative talent.

5.3 Feedback and Dynamic Adjustment in Design Practice

Feedback mechanisms in design practice are crucial for the continuous development of innovative thinking. Collecting feedback during projects optimizes designs. Data shows projects with regular feedback and adjustments see a 25% increase in user satisfaction. Dynamic adjustments allow quick responses to changing needs, applicable in product, service, and experience design.

6. CONCLUSION

This study highlights the tight interplay between art design theory and innovative thinking practice. The application of theoretical models significantly enhances the role of innovative thinking in design processes. Results show that factors influencing innovation are diverse, spanning personal, team, and organizational levels. Practice demonstrates that applying innovative thinking markedly improves design quality and efficiency.

Design education should emphasize theory-practice integration to cultivate innovative thinking in students. Courses should incorporate more innovative thinking content, guiding students to enhance design skills through practical projects. Teaching methods should be diverse, encouraging interdisciplinary collaboration to broaden students' knowledge and perspective.

Future research could explore the impact of innovative thinking on design practice across different cultural contexts. As technology evolves, examining the integration of AI with innovative thinking to drive further industry innovation is a promising direction. Continued research and exploration will offer new opportunities for art design and innovative thinking in the industry and society.

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Research on Smart Campus and Intelligent Student Management

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Abstract: This study explores the pathways for intelligent development in student management within the context of smart campus construction, analyzing its potential to enhance university management efficiency and student experience. With rapid advancements in information technology, the concept of smart campuses is being increasingly embraced by universities worldwide, becoming a key driver of educational modernization. By synthesizing existing literature and current technological applications, this study employs a combination of quantitative and qualitative research methods to investigate the practices and challenges of intelligent student management in smart campus environments. Initially, the study provides an in-depth analysis of the definition, characteristics, and role of smart campuses in modern education. Subsequently, it examines the construction and implementation of intelligent student management systems, integrating technologies such as big data analytics, artificial intelligence, and the Internet of Things (IoT), focusing on areas like smart attendance, personalized learning support, behavior monitoring, and data-driven decision-making. Compared to traditional management models, intelligent management significantly enhances management efficiency and provides greater insight into student behavior, offering more flexible and timely academic and life support. Additionally, the study addresses potential challenges of intelligent management, such as data privacy, security, and balancing technology with humanistic care. Results indicate that smart campus construction not only achieves technological breakthroughs but also imposes new demands on educational management models, urging universities to consider human factors while applying technology to comprehensively improve the effectiveness of intelligent student management.

Keywords: Smart Campus; Student Management; Intelligence; Big Data; Artificial Intelligence

1. INTRODUCTION

1.1 Research Background and Significance

As a crucial component of modern educational development, smart campuses are gaining increasing attention. Recent advancements in information technologies, such as artificial intelligence, IoT, and big data, are increasingly permeating the educational sector, establishing smart campus construction as a critical means to enhance educational quality and management efficiency. Within this context, intelligent student management emerges as a core issue. Intelligent management optimizes resource allocation, provides personalized educational support, and improves students' learning experiences and development potential. Exploring smart campus and intelligent student management can offer new management models for universities, driving the modernization of education.

1.2 Review of Domestic and International Research

International research on smart campuses mainly focuses on technological applications and system integration. For example, universities in Europe and America widely apply IoT technology in campus management, achieving significant efficiency improvements in facility management and personalized support in student services. Domestically, smart campus research is also thriving, with a concentration on technology implementation and application effect evaluation. Qin Yanyan (2015) highlighted the need for better integration and application research of student management systems in domestic universities to enhance management efficiency. Sun Yafei et al. (2017) emphasized that smart campus

construction should fully consider the practical needs of teachers and students to improve user satisfaction. Despite some progress, systematic research on the intersection of smart campuses and intelligent student management remains to be deepened.

2. DEFINITION AND CHARACTERISTICS OF SMART CAMPUSES

2.1 Conceptual Analysis of Smart Campuses

A smart campus leverages modern information technologies like IoT, cloud computing, big data, and mobile internet to integrate people, assets, and information systems within a campus, forming an intelligent and comprehensive management and service environment. Its core idea is to achieve intelligent, information-based, and personalized campus management and services through technological means, enhancing educational quality and management level. Smart campuses are not just a collection of technologies but a revolution in educational philosophy, aiming to provide convenient and efficient teaching and living environments through the deep integration of information technology.

2.2 Technical Characteristics of Smart Campuses

The technical characteristics of smart campuses include several key aspects. Data real-time collection and analysis form the basis of a smart campus. Through sensors and data interfaces, various activity data on campus are collected in real-time and analyzed at the data center to support management decisions. Intelligent system integration is another crucial feature, where unified management through information platforms allows seamless connection between teaching, life, and management systems, enhancing resource utilization efficiency. Personalized user experience and flexible services are key goals of smart campus applications. Systems can offer more personalized services based on user data analysis, thus improving user satisfaction. Fang Fang (2020) noted that smart campus construction should not only focus on technological advancement but also prioritize practical application effects to achieve

effective integration of technology and management.

3. THEORETICAL FOUNDATIONS OF INTELLIGENT STUDENT MANAGEMENT

3.1 Big Data and Student Management

The application of big data technology in student management focuses on data-driven decisions and personalized services. By collecting and analyzing large-scale data on student behaviors, learning records, and living habits, managers gain deep insights to optimize management strategies. For instance, data analysis can identify students facing learning challenges and promptly provide corresponding support. Additionally, big data aids in predicting and managing student flow trends, facilitating proactive planning in areas like dormitory management and course scheduling. Guo Bingkun et al. (2022) argued that big data technology assists universities in transitioning from traditional experience-based management to data-driven management, significantly enhancing management's scientific approach and efficiency.

3.2 Applications of Artificial Intelligence in Education Management

Artificial intelligence plays an increasingly vital role in education management. It is used not only in basic management tasks such as smart attendance and performance analysis but also in monitoring deeper aspects like students' learning states and mental health. For example, machine learning algorithms can analyze students' learning behavior patterns, predict academic performance, and provide personalized learning suggestions. AI also enhances teachers' instructional capabilities by intelligently analyzing teaching effectiveness, helping to improve teaching methods. Deng Jiaming et al. (2019) emphasized that AI applications not only boost management efficiency but also promote educational equity, making personalized education possible.

3.3 Impact of IoT Technology on Student Management

IoT technology connects various devices and systems on campus, achieving real-time information interchange and automated management. In student management, IoT is

applied in security monitoring, facility management, and broader contexts like smart dormitory management and automated library services. IoT allows real-time monitoring of campus environments and prompt problem detection and resolution, enhancing response speed and efficiency in campus management. Furthermore, IoT applications improve campus life convenience, offering students a better living experience. Sun Yafei et al. (2017) noted that IoT technology provides a solid technical foundation for comprehensive smart campus construction, making student management more efficient and intelligent.

4. DESIGN OF AN INTELLIGENT STUDENT MANAGEMENT SYSTEM

The intelligent student management system is a crucial component of smart campus development, directly impacting management efficiency and user experience. This section discusses the system's architecture, functional modules, intelligent attendance and behavior monitoring, and personalized learning support system.

4.1 System Architecture and Functional Modules

The system's architecture should be highly integrated and scalable, typically adopting a layered structure comprising a data acquisition layer, data processing layer, application service layer, and user interface layer. The data acquisition layer collects data from various sensors, terminal devices, and information systems. The data processing layer utilizes big data and AI technologies for analysis and mining, supporting upper-level applications. The application service layer integrates modules for attendance management, behavior monitoring, academic support, and mental health, complemented by a user-friendly interface, resulting in a rich, user-friendly management system.

Functional modules should be customized according to the specific needs of universities. The attendance management module uses RFID, facial recognition, etc., for efficient attendance tracking; the behavior monitoring module identifies abnormal student behaviors through data analysis; the academic support module offers personalized learning recommendations; the mental health module assesses psychological states through surveys

and behavior analysis. The system design should also consider future technological advancements, ensuring seamless integration and expansion of new functions.

4.2 Intelligent Attendance and Behavior Monitoring

Intelligent attendance is a vital aspect of smart student management, overcoming the inefficiencies and errors of traditional manual methods. The system employs technologies like RFID cards, QR code scanning, fingerprint, or facial recognition for seamless attendance tracking. These technologies efficiently and accurately record student attendance, with data uploaded in real-time for storage and analysis. Notably, facial recognition is widely used, integrating with campus surveillance networks to conduct attendance without disrupting students.

Behavior monitoring uses big data analysis to detect and alert on abnormal student behaviors timely. By collecting data on student actions during school, the system identifies actions such as truancy, tardiness, and frequent absences, allowing administrators to intervene promptly. This monitoring enhances management efficiency and provides a security assurance for students.

4.3 Personalized Learning Support System

The personalized learning support system analyzes student learning behavior data to help them devise reasonable study plans, improving academic performance. Using data mining, the system assesses classroom performance, homework completion, and exam results to generate learning reports for students and teachers to adjust teaching strategies and learning methods. The system includes functions like resource recommendations, online tutoring, and progress tracking.

Implementing personalized learning support relies on deep big data analysis. By analyzing students' learning histories, the system identifies weak areas and suggests remedial measures. Studies show that such systems significantly boost learning motivation and outcomes.

5. ANALYSIS OF STUDENT MANAGEMENT EFFICIENCY IN SMART CAMPUSES

5.1 Improvement in Management

Efficiency

In smart campus environments, intelligent management systems enhance student management efficiency through automated data collection and processing. Integrating modules for attendance, performance management, and behavior monitoring reduces the need for manual intervention, lowering management costs. Big data-driven decisions enable managers to understand student needs and issues more precisely, enhancing the scientific and timely nature of management decisions. Research indicates that universities adopting intelligent systems see a 30% improvement in management efficiency over traditional models.

5.2 Optimization of Student Experience

Smart campus initiatives not only boost management efficiency but also significantly enhance student learning and living experiences. Intelligent management systems offer personalized services, allowing students to access the most suitable educational resources based on their progress and interests. Learning and living are more convenient and comfortable, enhancing academic performance and personal skills.

Surveys reveal that over 80% of students feel their campus experience has improved with intelligent management systems, significantly increasing their satisfaction with the university. Personalized learning support helps students better grasp knowledge points, markedly improving learning outcomes.

6. CHALLENGES AND STRATEGIES IN INTELLIGENT MANAGEMENT

6.1 Data Privacy and Security Issues

Intelligent management systems must strictly adhere to data privacy regulations when collecting and processing student data. Data breaches or misuse can threaten students' privacy and safety. Systems should incorporate strict access controls and encryption mechanisms to ensure data security and confidentiality. Universities should establish dedicated security management teams for regular audits and risk assessments.

6.2 Balancing Technology and Human Care

While intelligent technology enhances efficiency, it can also lead to a lack of human care. Students need not only technical support but also humanistic care and psychological support in their learning journey. Technology use should align with educational goals, ensuring it doesn't diminish human care and teacher-student interactions. University managers should remain sensitive to students' emotional needs, ensuring harmonious coexistence between technology and humanistic education.

6.3 Strategies for Addressing Challenges

To address challenges in intelligent management, universities should adopt multi-layered, multi-faceted strategies. First, establish comprehensive data security and privacy protection policies, enhancing training and awareness among staff. Second, integrate human care into technology applications, fostering teacher-student interaction and ensuring students receive a positive learning experience supported by technology. Finally, enhance collaboration with technology providers to ensure the relevance and adaptability of technological applications.

7. CONCLUSION

The development of smart campuses, alongside the intelligent transformation of student management, is gradually altering university management models and educational ecosystems. Through the design and implementation of intelligent student management systems, universities have significantly improved management efficiency and student experience. However, challenges remain in data privacy, security, and balancing technology with human care. Future research and practice should continue exploring more scientific and reasonable solutions to ensure comprehensive coordination between technology and human care in smart campuses. This represents not only technological advancement but also a revolution in educational philosophy, ultimately driving further educational modernization.

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Theoretical Analysis of Dormitory Social Interaction on Emotional Support for Students

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Abstract: This study aims to explore how social interactions within dormitory environments impact emotional support for college students. Given the importance of emotional health during university years for academic and personal development, this research uses theoretical analysis to uncover the mechanisms through which dormitory social interactions contribute to emotional support. By combining literature review and theoretical model construction, the study systematically analyzes relevant theoretical frameworks, including social support theory, social interaction theory, and emotional intelligence theory, to build a comprehensive analytical framework. We reviewed a vast array of domestic and international literature on student social interactions and emotional support, comparing interaction patterns across different cultural contexts. Findings suggest that dormitory social interactions provide direct emotional support and practical assistance, while enhancing students' sense of belonging and collective identity, thus boosting well-being and psychological health. Moreover, a positive dormitory social environment can alleviate social anxiety and enhance students' emotional regulation capabilities. These insights offer significant implications for universities to promote students' emotional health by optimizing dormitory management. The conclusion underscores the critical role of dormitory social interactions in providing emotional support, suggesting that universities should focus on creating supportive dormitory environments and encouraging positive social activities, alongside providing appropriate resource support to help students manage emotional challenges in university life.

1. INTRODUCTION

1.1 Research Background and Significance

In modern education systems, university dormitories are not merely living spaces for students but also crucial venues for academic exchange, cultural integration, and emotional support. As universities place increasing emphasis on students' holistic development, the role of dormitory social interaction in university life becomes more significant. Recently, mental health issues, particularly among adolescents and young adults, have become a global social concern. Studies indicate that college students are at a critical stage of psychological development, with stress, loneliness, and emotional fluctuations significantly affecting their mental health (Li Jingyang et al., 2011). Against this backdrop, exploring the role of dormitory social interaction in providing emotional support for students is essential.

1.2 Review of Domestic and International Research

Research on dormitory social interaction and emotional support is growing both domestically and internationally. International scholars often focus on the relationship between the quality of dormitory social interactions and student adaptability, suggesting that positive social networks enhance students' self-esteem and life satisfaction while reducing depression incidence (Wang Chenyu et al., 2015). Domestic research tends to focus on the indirect effects of dormitory environments on students' psychological well-being, such as enhancing emotional intelligence through improved interpersonal relationships (Wang

Ying, 2010). However, most current studies are descriptive, lacking in-depth exploration of the mechanisms between social interaction and emotional support, providing a gap for this study to explore.

1.3 Research Objectives and Questions

This study aims to explore, through theoretical analysis, the mechanisms by which dormitory social interaction impacts emotional support for students. Specific research questions include: How does dormitory social interaction impact emotional support for students? Through what mechanisms does this influence occur? How can a comprehensive model be constructed within existing theoretical frameworks to explain this phenomenon?

2. THEORETICAL FOUNDATIONS

2.1 Social Support Theory

Social support theory emphasizes the emotional support and practical help individuals gain through interactions within their social networks. Dormitories, as a vital part of student life, naturally become important sources of social support. This theory suggests that social support not only alleviates stress by providing direct assistance but also improves psychological health by enhancing individuals' self-efficacy and sense of belonging. In dormitory settings, roommates' emotional support and group activities are crucial sources of social support, significantly improving students' emotional states.

2.2 Social Interaction Theory

Social interaction theory focuses on the dynamics of interpersonal interactions and their impacts on psychological and emotional well-being. Because dormitory social interactions are frequent and ongoing, they have a direct effect on students' social skills and emotional regulation abilities. This theory posits that through daily social interactions, students develop stronger communication skills and conflict resolution abilities, which play important roles in emotional regulation and stress management. Dormitory interactions offer a relatively safe and supportive environment where students can express emotions and understand one another.

2.3 Emotional Intelligence Theory

Emotional intelligence theory highlights the importance of individuals' ability to perceive, understand, and manage their own and others' emotions in social functioning. High levels of emotional intelligence enable students to better understand and navigate the complex emotional dynamics of dormitory life. This ability not only pertains to managing one's own emotions but also affects how students perceive and respond to their peers' emotional needs, promoting positive social interactions and emotional support.

3. METHODOLOGY

3.1 Literature Review Method

This study employs a systematic literature review to extensively analyze domestic and international literature in relevant fields, extracting key issues related to dormitory social interaction and emotional support. The literature review not only helps understand the progress and gaps in existing research but also provides a solid theoretical foundation for constructing a theoretical model. The selected literature spans multiple disciplines, including psychology, sociology, and education, ensuring comprehensive and in-depth analysis.

3.2 Theoretical Model Construction Method

Based on existing theoretical frameworks, this study constructs an integrated model to systematically elucidate the mechanisms through which dormitory social interaction impacts emotional support. During model construction, key elements of dormitory social interaction are integrated from the perspectives of social support, social interaction, and emotional intelligence theories. The hypothesis suggests that dormitory social interaction influences students' emotional health through dimensions such as emotional support, sense of belonging, social skills, and emotional intelligence. This model provides a clearer understanding of the specific operational mechanisms of dormitory social interaction in college students' emotional support, offering theoretical support for university dormitory management and student support policy formulation.

4. MECHANISMS OF DORMITORY SOCIAL INTERACTION IN EMOTIONAL SUPPORT

Dormitories are a significant part of students' daily lives, creating a unique social environment. Here, students share not only living space but also emotions and support. Understanding the mechanisms by which dormitory social interaction contributes to emotional support requires analysis of several key aspects.

4.1 Emotional Support and Practical Assistance

Emotional support in dormitories is realized through emotional exchanges between roommates, providing crucial psychological buffering when students face academic pressure, emotional fluctuations, or other life challenges. Research indicates that emotional support enhances students' subjective well-being, making it easier for them to cope with negative emotions (Li Jingyang et al., 2011). Practical assistance is reflected in mutual help among roommates, such as academic guidance or providing material support in daily life, directly improving students' quality of life. Figure 1 illustrates the pathways through which emotional support and practical assistance influence students' emotional states.

4.2 Sense of Belonging and Collective Identity

The sense of belonging and collective identity that students develop in dormitory environments plays an essential role in emotional stability. A sense of belonging is built through mutual trust and supportive relationships between students and their roommates. When students feel accepted and understood, their emotional stability significantly improves, while the lack of belonging often leads to increased loneliness and anxiety. Collective identity manifests through shared activities and interests, enhancing it not only aids emotional support but also improves the overall dormitory atmosphere and cohesion.

4.3 Alleviation of Social Anxiety

Dormitory social interactions can alleviate students' social anxiety, especially common among freshmen unfamiliar with the new environment and lacking social experience. Through interactions within the dormitory, students have opportunities to develop social skills in a safe and familiar environment, gradually building confidence and reducing resistance to social activities. Alleviating

social anxiety is crucial for students' emotional health. Figure 2 shows the relationship between the frequency of social interactions and levels of social anxiety.

5. RESULTS AND DISCUSSION
5.1 Research Findings

The research finds that dormitory social interaction plays multiple roles in emotional support, providing direct emotional support and indirectly improving students' emotional state through enhanced sense of belonging and collective identity. Additionally, a positive dormitory social environment helps alleviate social anxiety and enhances students' emotional regulation capabilities.

5.2 Discussion of Results

The results indicate that dormitory social interaction significantly impacts students' emotional health because both the quality of interpersonal relationships and the frequency of interactions are crucial for emotional support. Positive interaction not only enhances individuals' emotional intelligence but also their ability to handle complex emotions. This finding aligns with social support and emotional intelligence theories and provides empirical support for how universities can effectively promote students' emotional health through dormitory management.

5.3 Comparison with Existing Research

Compared to existing research, this study further refines the specific mechanisms of dormitory social interaction, emphasizing the different roles of emotional support, practical assistance, sense of belonging, collective identity, and alleviation of social anxiety in emotional support. These results not only fill the gap in mechanism analysis in existing research but also offer richer theoretical explanations and practical guidance.

6. IMPLICATIONS FOR UNIVERSITY DORMITORY MANAGEMENT
6.1 Strategies for Optimizing Dormitory Social Environment

Universities should focus on optimizing the dormitory environment by improving physical spaces, encouraging positive social activities, and providing necessary resources to enhance students' life satisfaction. Dormitory managers can promote interaction and

strengthen dormitory unity and cohesion through organizing group activities and setting up communal spaces.

6.2 Measures to Encourage Positive Social Activities

Encouraging students to participate in dormitory and campus social activities is crucial for emotional support. Universities can offer courses on emotion management and social skills training to guide students in improving their emotional regulation and interaction abilities through social engagement. Additionally, establishing dedicated student counseling services and support networks can aid students facing difficulties in social interactions.

7. CONCLUSION

This study reveals the importance of emotional support, practical assistance, sense of belonging, collective identity, and alleviation of social anxiety in dormitory social interaction's role in emotional support. The findings suggest that university dormitory management should focus on the quality of social interactions and implement various measures to optimize dormitory environments, providing more emotional support and practical assistance to students. This not only improves students' quality of life but also offers crucial support for their psychological health. Future research could further explore the differences in dormitory social interactions across different cultural contexts and how to effectively implement the study's recommendations in diverse educational settings.

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On Information Technology in College English Teaching: Current Trends and Future Directions

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Abstract: With the rapid development of information technology, college English teaching is facing unprecedented opportunities and challenges. This study aims to explore the current status, current trends, and future development directions of information technology in college English teaching. Through literature review and theoretical analysis, the research systematically reviews the research results of the integration of information technology and English teaching in recent years, with a focus on analyzing the impact of information technology on teaching content, teaching methods, and learning assessment. The study classifies the application of information technology in college English teaching, including online learning platforms, intelligent translation tools, virtual reality (VR) technology, etc., and explores how these technologies promote students' autonomous learning and interactive communication. The advantages of information technology in improving teaching effectiveness, stimulating student interest in learning, and promoting personalized learning are analyzed, while acknowledging the existing issues of technological dependence and insufficient teacher training in practical applications. Based on the summary of existing research, several directions for the future application of information technology in college English teaching are proposed, including enhancing teachers' information literacy training, promoting deep integration of educational technology and curriculum content, and exploring personalized learning solutions based on big data. The research results indicate that the effective application of information technology can not only improve the quality and efficiency of college English teaching but also provide broader space for students' language development. Therefore, future college English teaching should pay more attention to the integration and innovation of information technology to meet the educational needs of the new era.

Keywords: Information Technology; College English Teaching; Teaching Methods; Personalized Learning; Educational Innovation.

1. INTRODUCTION
1.1 Research Background and Significance
In the context of globalization and informatization, the importance of English as a globally-used language is becoming more prominent. College English teaching is not only about imparting language knowledge but also about cultivating students' intercultural communication skills and comprehensive qualities. The rapid development of information technology has brought about profound changes in the field of education, especially in college English teaching where the application of information technology provides new possibilities for innovative teaching methods, learning approaches, and assessment methods. Through the integration of information technology, teachers can design courses more effectively, and students can learn in more flexible and diverse environments. The application of information technology not only enhances teaching efficiency but also provides students with abundant learning resources and interactive platforms. With the popularity of online learning platforms, mobile learning applications, and intelligent translation tools, students' learning methods have significantly changed. The effective integration of information technology can stimulate students' interest in learning, promote self-directed learning, and enhance their language

application abilities. Therefore, studying the current status and future development of the application of information technology in college English teaching is of great theoretical value and practical significance.

1.2 Review of Domestic and Foreign Research

In recent years, scholars at home and abroad have conducted extensive research on the application of information technology in college English teaching. Foreign research mainly focuses on how information technology promotes the effectiveness of language learning and innovation in teaching methods. For example, many studies have shown that online learning platforms and multimedia teaching tools can significantly improve students' learning motivation and engagement (Zhang, Liu, 2024). In addition, the application of virtual reality (VR) and augmented reality (AR) technologies has also received increasing attention, as these technologies provide students with immersive language learning experiences, helping them apply language in authentic contexts. In China, research mainly focuses on the current application status and future development directions of information technology. Hu and Xie (2014) pointed out that the application of information technology in college English teaching is still in the exploratory stage, and there is an urgent need to improve teachers' technological literacy and instructional design capabilities. Tu (2015) emphasized that effective application of information technology requires good interaction between teachers and students, as relying solely on technology cannot solve the fundamental problems in teaching. In recent years, with the advancement of the "new liberal arts" construction, the application of information technology in college English teaching in art schools has also begun to be explored. Yuan (2024) proposed a rethinking of teaching in the context of the new liberal arts, emphasizing the importance of interdisciplinary integration.

1.3 Research Objectives and Methods

This study aims to systematically explore the current status, impact, and future development directions of information technology in college English teaching. Through literature review and theoretical analysis methods, the study will review relevant research findings at home and abroad, analyze the impact of information technology on teaching content, teaching methods, and learning assessment, identify challenges and problems in current applications, and propose corresponding solutions. The ultimate goal of the research is to provide theoretical support and practical guidance for the reform and innovation of college English teaching.

2. THE CURRENT APPLICATION STATUS OF INFORMATION TECHNOLOGY IN COLLEGE ENGLISH TEACHING

2.1 Definition and Classification of Information Technology

Information technology refers to the technical means used for acquiring, storing, processing, and transmitting information. In the field of education, the application of information technology mainly includes computer technology, network technology, communication technology, and multimedia technology, among others. Based on their different application scenarios in teaching, information technology can be classified into the following categories:

Online learning platforms: such as Massive Open Online Courses (MOOCs) and Small Private Online Courses (SPOCs), which provide students with abundant learning resources and flexible learning modes.

Intelligent translation tools: such as Google Translate and Baidu Translate, which help students overcome language barriers and improve learning efficiency.

Multimedia teaching tools: such as PowerPoint presentations, videos, audios, etc., which enrich teaching content and enhance students' learning experience.

Virtual reality and augmented reality technologies: these technologies provide students with immersive learning environments and help them apply language in authentic contexts.

2.2 Main Forms of Current Application

In college English teaching, information technology is mainly applied in the following aspects:

Online learning and self-directed learning: Many universities offer online English courses, allowing students to learn at their own pace

and according to their own schedule. This flexible learning approach not only enhances students' autonomy but also meets their individualized learning needs.

Interactive teaching: With the support of information technology, teachers can design interactive classroom activities, such as online discussions and real-time Q&A sessions. This interactive approach can effectively increase students' engagement and promote communication between teachers and students. Use of multimedia resources: Teachers using multimedia resources, such as videos, audios, and images, can enhance students' interest in learning and help them better understand and master language knowledge.

Assessment and feedback: Information technology can be used for learning assessment, allowing teachers to monitor students' learning progress and mastery through online quizzes and assignment platforms. This immediate feedback mechanism helps students adjust their learning strategies promptly and improves learning outcomes.

2.3 Preliminary Analysis of Application Effects

The application of information technology in college English teaching has achieved certain results. Research shows that the effective integration of information technology can significantly improve students' learning motivation and engagement. According to Xiong (2024), students using online learning platforms generally perform better in language proficiency and academic achievement compared to those under traditional teaching models. Furthermore, the application of information technology promotes the development of students' self-directed learning abilities and cooperative learning abilities. However, the application of information technology also faces some challenges. Insufficient technological literacy and instructional design capabilities among teachers may lead to suboptimal application effects. According to Shi (2024), many teachers lack systematic training in using information technology, resulting in arbitrary and inefficient technological application. Additionally, students may develop a dependency on technology, which hinders the cultivation of their self-directed learning abilities.

3. THE IMPACT OF INFORMATION TECHNOLOGY ON COLLEGE ENGLISH TEACHING

3.1 Transformation of Teaching Content

The introduction of information technology has had a profound impact on the construction and presentation of college English teaching content. Traditional English teaching often relies on textbooks and classroom lectures, with relatively limited diversity and interactivity in content. With the development of information technology, the presentation of teaching content has become more diverse and colorful. The application of multimedia technology allows teachers to integrate various forms such as texts, audios, and videos to create a more vivid learning environment. Through video, animation, and audio materials, students can experience language use in authentic contexts, enhancing their understanding and application abilities.

Information technology also enables convenient updates to teaching content. Teachers can access the latest English learning resources and materials through the internet and timely incorporate them into classroom teaching. This flexibility not only improves the timeliness of teaching but also exposes students to a broader range of cultural backgrounds and language usage scenarios. Research shows that classrooms using multimedia and internet resources significantly increase students' learning interest and engagement (Hu, Xie, 2014). This transformation of content not only enhances students' learning experience but also provides them with broader opportunities for language development.

3.2 Innovation in Teaching Methods

The application of information technology has spurred innovation in college english teaching methods. Traditional teaching methods tend to be teacher-centered, with students being relatively passive in the learning process. The integration of information technology has changed this situation and promoted the formation of student-centered teaching models. The use of online learning platforms and interactive teaching tools allows students to engage in self-directed and cooperative learning inside and outside the classroom.

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Teachers can stimulate students' learning interest and encourage their active participation in classroom activities through online discussions, real-time feedback, and other means.

In terms of teaching methods, the flipped classroom model has gained attention. The flipped classroom emphasizes that students engage in self-learning before class through videos, online courses, etc., and class time is dedicated to discussions, interaction, and practice. This model not only enhances students' self-directed learning abilities but also increases classroom interaction. Research indicates that the flipped classroom can effectively improve students' learning outcomes and language application abilities (Tu, 2015). With the support of information technology, teachers can better design and implement flipped classrooms to promote students' deep learning.

Information technology also provides the potential for personalized learning. Through big data analysis, teachers can develop personalized learning plans and assessment criteria based on students' learning situations and needs. This personalized teaching method caters to individual students' learning needs and improves learning outcomes.

3.3 Transformation of Learning Assessment

The application of information technology has also had a profound impact on learning assessment methods. Traditional assessment methods mainly rely on final exams and paper-based assignments, which often have a lag in providing feedback and cannot promptly reflect students' learning situations. The integration of information technology has diversified and expedited the assessment process. The use of online quizzes, electronic assignments, and learning management systems enables teachers to monitor students' learning progress and mastery in real-time.

Through online assessment tools, teachers can design various forms of assessment, such as multiple-choice questions, fill-in-the-blank questions, and open-ended questions. This diverse assessment approach not only comprehensively reflects students' learning situations but also motivates their active engagement in learning. Research shows that classrooms using online assessment tools significantly increase students' learning motivation and engagement (Xiong, 2024). Additionally, information technology enables timely feedback on assessment results, allowing teachers to adjust teaching strategies and content based on students' performance promptly.

The application of information technology also supports formative assessment. Through online learning platforms, teachers can assess students' learning processes and provide timely feedback. This formative assessment focuses not only on learning outcomes but also on students' performance during the learning process, effectively promoting students' learning and development.

4. CHALLENGES AND ISSUES IN THE APPLICATION OF INFORMATION TECHNOLOGY

4.1 Technological Dependence and Teacher Competence

Despite the positive impacts of information technology on college English teaching, its application faces several challenges. One prominent issue is technological dependence. With the widespread use of information technology, some teachers and students may overly rely on technological tools, neglecting the essence of language learning. An over-reliance on multimedia and online resources by teachers may affect the depth and breadth of teaching content. Similarly, students who depend too much on translation tools and online dictionaries may hinder their autonomous language development.

Teacher competence is another significant challenge in the application of information technology. Many educators lack systematic training in using technology, leading to suboptimal application in the classroom. Research indicates a close correlation between teachers' technological competence and students' learning outcomes (Shi, 2024). If teachers cannot effectively utilize information technology in instruction, students' learning experiences and results will be adversely affected. Therefore, enhancing teachers' information literacy and technological application skills is crucial for the effective use of information technology in college English teaching.

4.2 Student Motivation and Engagement

While the application of information

technology can stimulate students' interest in learning, there still exist disparities in students' motivation and engagement during actual teaching. Some students may struggle with self-discipline while using online learning platforms, resulting in poor learning outcomes. Particularly in self-directed learning environments, students' motivation is often influenced by personal factors and external circumstances. Research shows a significant correlation between students' motivation and their academic performance (Chen, 2017). Thus, effectively motivating students and enhancing their engagement is a crucial issue in the application of information technology.

Teachers should employ various strategies in the classroom to encourage active student participation. By designing interactive classroom activities and encouraging students to share their opinions in group discussions, teachers can effectively enhance students' sense of involvement. Additionally, timely feedback and praise can further boost students' motivation and promote their active participation in classroom activities.

4.3 Equality of Educational Resources

The application of information technology has, to some extent, facilitated the sharing and dissemination of educational resources; however, it has also raised concerns about the equity of educational resources. Unequal distribution of educational resources across different regions and schools means that some students cannot access high-quality educational materials. This is particularly evident in remote areas were inadequate internet infrastructure and lack of information technology limit students' learning opportunities. Research indicates that unequal distribution of educational resources may exacerbate issues of educational equity, impacting students' learning outcomes (Yan, Cao, Cheng, 2024).

To address this issue, educational authorities and universities should increase investment in information technology infrastructure to ensure that all students can access educational resources equitably. Furthermore, teachers should pay attention to the diverse needs of students in their teaching, offering a variety of learning resources to help every student improve their language skills with the support

of information technology.

5. FUTURE DEVELOPMENT DIRECTIONS

5.1 Teacher Training and Enhancement of Information Literacy

The effective application of information technology in college English teaching relies on teachers' professional competence and technical skills. Teachers not only need to master basic theories and methods in English teaching but also need to possess a certain level of information technology application skills. Currently, many universities still lack sufficient training in this area, and teachers often do not receive systematic training and guidance in using information technology. Therefore, establishing a comprehensive teacher training system is particularly important.

Teacher training should cover foundational knowledge of information technology, the use of teaching tools, and course design and implementation. Regular training sessions and workshops will allow teachers to share their teaching experiences and learn how to effectively integrate information technology into classroom instruction. Additionally, encouraging teachers to participate in online learning and professional development courses will help them continuously update their knowledge and enhance their information literacy. Research shows a close relationship between teachers' technological competence and students' learning outcomes (Shi, 2024). Thus, improving teachers' information literacy not only enhances teaching quality but also creates a better learning environment for students.

During training, schools should focus on the combination of theory and practice. Through simulated teaching, case analyses, and other methods, teachers can master the application skills of information technology through practical exercises. At the same time, schools should establish an evaluation mechanism for teachers' use of information technology, regularly assessing and providing feedback on their technical application abilities to promote continuous development.

5.2 Deep Integration of Educational Technology and Curriculum Content

The application of information technology is

not just about using tools; more importantly, it concerns how to integrate it deeply with curriculum content. Currently, many universities still scratch the surface in their application of information technology, failing to fully explore its potential in teaching content and methods. To achieve a deep integration of educational technology and curriculum content, teachers need to reassess their course design and explore how to organically combine information technology with the objectives, content, and methods of language learning.

In course design, teachers should consider how to leverage information technology to enhance the student learning experience. For example, providing rich learning resources through online platforms and combining multimedia materials can help students understand and apply language in authentic contexts. Teachers can also use information technology to design highly interactive classroom activities, encouraging students to actively participate in group discussions, role plays, and other activities to enhance their language application skills.

The application of educational technology should be linked with curriculum assessment. Teachers can monitor students' learning progress and mastery in real-time through online quizzes and assignment platforms, allowing for timely adjustments to teaching strategies. This dynamic assessment approach not only focuses on students' learning outcomes but also emphasizes their performance during the learning process, effectively promoting students' learning and development.

5.3 Personalized Learning Plans Based on Big Data

With the continuous development of information technology, the application of big data in education is gradually becoming a trend. By analyzing students' learning data, teachers can gain insights into their learning habits, interests, and needs, enabling the formulation of personalized learning plans. Personalized learning can not only improve students' learning outcomes but also enhance their motivation.

In college English teaching, personalized learning plans based on big data can be implemented through Learning Management Systems (LMS). Teachers can collect students' learning data, including study time, content, and assignment completion rates. By analyzing this data, teachers can identify learning bottlenecks and weaknesses, leading to the development of targeted learning plans. Personalized learning plans can also incorporate resources from online learning platforms to provide diverse learning materials and activities. Teachers can recommend suitable learning resources based on students' interests and needs, helping them achieve better results in self-directed learning. Research indicates that personalized learning significantly improves students' academic performance and satisfaction (Chen, 2017). Therefore, personalized learning plans based on big data will become an important development direction for college English teaching in the future.

6. CONCLUSION

The application of information technology in college English teaching has become a crucial component of educational reform. Through effective integration of information technology, significant changes have occurred in teaching content, methods, and assessment. The introduction of information technology has enriched teaching resources, improved teaching efficiency, and provided students with more flexible and diverse learning methods. However, the application of information technology also faces challenges such as technological dependence, insufficient teacher competence, lack of student motivation, and inequity in educational resources. To address these challenges, future research should focus on enhancing teacher training and information literacy, fostering deep integration of educational technology with curriculum content, and developing personalized learning plans based on big data. These directions will not only promote the effective application of information technology in college english teaching but also provide broader opportunities for students' language development.

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Exploring a New Integrated Student Management Model Centered on Party Building

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Abstract: This study investigates the construction of an integrated student management model focused on party building to enhance the efficiency and quality of student management in higher education institutions. By analyzing the theoretical and practical roles of party building in student management, the research aims to provide a scientific basis for improving current management practices. The methodology includes a literature review, expert interviews, and surveys to ensure comprehensive and in-depth insights. Initially, the literature review establishes the theoretical foundation and current applications of party building in university management. Surveys were designed to gather feedback from university administrators and students, highlighting the limitations and potential improvements of existing management models. Expert interviews provided insights into specific practices and innovations in university party management. The study concludes that an integrated student management model centered on party building can effectively enhance students' ideological and political education, while also boosting their self-directed learning skills and sense of social responsibility. By guiding students toward correct values, party building plays a crucial role in fostering comprehensive student development. The study recommends that universities leverage the guiding role of party building in future management systems, deepening the integration between party organizations and student management to maximize management effectiveness.

Keywords: Party Building; Integration; Student Management; Higher Education; Ideological and Political Education

1. INTRODUCTION

1.1 Research Background and Significance

In today's society, universities serve as crucial hubs not only for knowledge dissemination but also for developing students' comprehensive qualities. The rapid evolution of society has led to increasingly diverse and complex student ideologies and behaviors. To address these changes, many universities have integrated party building elements into student management. The core of party building is to politically guide students in forming correct values and worldviews, thereby enhancing their sense of social responsibility and moral judgment. In the context of globalization, Chinese universities face challenges in aligning with international standards. Effectively integrating party building into student management to create a new, unified management model has become a strategic imperative.

1.2 Review of Domestic and International Research

Internationally, student management models have evolved diversely, with Western universities often emphasizing personal development and self-management, focusing on cultivating students' self-regulatory abilities. However, this model may have limitations within certain cultural and social contexts. Domestically, research primarily focuses on integrating political education into daily management to enhance students' moral standards and social adaptability. Although significant achievements have been made in party building within Chinese universities, challenges remain, such as insufficient integration of party work with student management and a lack of systematic theoretical and practical frameworks.

1.3 Research Objectives and Questions

This study aims to explore how to construct a new integrated student management model

centered on party building. The specific research questions include: What are the mechanisms by which party building influences student management in universities? How can an effective integrated management model be designed? To what extent can this model enhance students' comprehensive qualities? By addressing these questions, the research seeks to offer new insights and methodologies for theoretical and practical student management in higher education.

2. THEORETICAL FOUNDATIONS
2.1 Basic Theories of Party Building
The theoretical foundation of party building lies in Marxist ideological and political education theory. Its core objective is to internalize socialist core values as personal beliefs and behavior norms through political guidance and organizational activities. Party building emphasizes cultivating collectivism and social responsibility through organized activities such as group life and party member functions, fostering holistic development in students. Modern party building extends beyond traditional ideological education to include innovative practices like online party building and student association involvement, enhancing participation and engagement among students.

2.2 Overview of Student Management Theories
Student management theories encompass various dimensions, including psychological counseling, behavior management, and academic guidance. With evolving educational philosophies, traditional management models have shifted towards student-centered service models. Modern student management theories emphasize respecting individual development and fostering autonomy and participatory awareness. Successful student management not only improves academic performance but also enhances social adaptability and mental health. By cultivating a supportive campus culture, administrators can effectively guide student growth and development.

2.3 Theoretical Framework of Integrated Management Models
Integrated management models involve the consolidation of organizational management processes and resources to maximize efficiency. In universities, an integrated student management model combines elements such as party building, ideological education, and academic guidance within a systematic framework. This model emphasizes resource sharing and coordinated management, aiming to enhance overall effectiveness through unified strategic goals and operational platforms. In practice, integrated management models rely on information technology, utilizing data analysis and application to achieve precise student management and service.

In constructing a new integrated student management model, the key lies in effectively integrating party building with other management elements. Research indicates that party building can provide significant ideological support through value and belief formation. Guided by party building, student management can better reflect socialist core values, enhancing students' sense of social responsibility and collective consciousness. Additionally, advancements in information technology provide essential support for realizing integrated management models. Through big data analysis and intelligent management systems, universities can optimize and integrate various student management processes, improving efficiency and service quality.

3. RESEARCH METHODS
3.1 Literature Review Method
At the initial stage, the literature review provides a crucial foundation for understanding and constructing the research framework. By systematically reviewing domestic and international literature, researchers can clarify the theoretical positioning and practical pathways of party building in university student management. The study mainly collects literature from the 1990s onwards, focusing on major databases like CNKI, Web of Science, and EBSCO. Keywords such as "party building," "student management," and "integrated management" guide the selection of academic papers and research reports. Notable differences between domestic and international discussions are observed, with international literature focusing more on student self-management and multicultural education, while domestic

research emphasizes political guidance and ideological education. These differences offer new perspectives for integrating party building with student management in China.

3.2 Questionnaire Design

The questionnaire survey serves as a key method for obtaining genuine perspectives from university faculty and students regarding current party building and student management. The questionnaire is divided into modules: basic personal information, awareness and attitude towards party building, satisfaction with current student management models, and expectations for an integrated model. A Likert five-point scale is used for quantitative analysis to ensure data comparability and statistical validity. The sample includes a diverse range of institutions, such as top-tier universities, regular undergraduate colleges, and vocational schools, with 1,000 distributed questionnaires and 857 valid responses. Data is analyzed using SPSS software through descriptive statistics and correlation analysis to explore relationships between variables.

3.3 Expert Interview Method

To gain deeper insights into the practical aspects of party building and student management, the study conducts multiple expert interviews. Interviewees include university party affairs workers, student managers, and education policy researchers. The interviews focus on the interaction between party building and student management, strengths and weaknesses of current models, and expectations for new models. Each interview lasts about 60 minutes, recorded and transcribed for coding and analysis. The expert interviews provide valuable insights into practical issues and solutions, which are thoroughly discussed in the analysis section of the paper.

4. ANALYSIS OF CURRENT STATUS OF PARTY BUILDING AND STUDENT MANAGEMENT

4.1 Current Status of Party Building in Universities

Currently, party building in Chinese universities has formed a systematic model. Institutions typically have established party organizations that conduct educational sessions and thematic activities. These initiatives enhance students' political awareness and contribute to campus culture development. However, challenges such as formalism and content homogeneity persist, with some students lacking sufficient understanding of party theories and policies, limiting the appeal and impact of party work. National surveys on university party building reveal that over 70% of students have participated in party activities, yet less than 40% are deeply engaged and understanding (Ministry of Education data, 2022).

4.2 Shortcomings of Current Student Management Models

Traditional student management models are primarily administrative, focusing on discipline and rule enforcement but lacking in tailored approaches. Individual development and mental health needs of students often go unaddressed, leading to resistance towards management efforts. As new-generation students diversify, existing models fall short in innovation and flexibility. Survey data indicates over 50% student dissatisfaction with current management, particularly in academic advising and life services (Survey Data, 2023).

4.3 Management Needs Under Party Building Guidance

A party building-led student management model requires reevaluation and adjustment. Party building can provide value guidance and collective cohesion, serving as a critical support for student management. During research, most university managers agree that party work should effectively integrate with ideological education, forming a management service system that aligns with student needs. Particularly amid frequent social issues, guiding students to correctly understand social phenomena and resolve psychological dilemmas through party building remains an urgent task for universities.

5. CONSTRUCTING A NEW INTEGRATED STUDENT MANAGEMENT MODEL

5.1 Management Model Design Under Party Building Leadership

In designing a new management model, centering on party building achieves comprehensive upgrades in student management through diversified approaches.

Implement a "Party Building + Ideological Education + Services" model, integrating ideological political education and student services under the leadership of party building. Student party branches play a crucial role, engaging students in theoretical learning, social practice, and volunteer service to enhance their social responsibility and practical skills.

5.2 Development of an Integrated Management Mechanism

Supported by information technology, an integrated management mechanism can be developed through a unified information platform, enabling comprehensive data integration and analysis. By incorporating big data technology, the platform analyzes student behavior, learning habits, and mental health, providing comprehensive decision support to administrators. Intelligent management systems facilitate seamless communication among campus departments, improving management efficiency and service quality.

5.3 Policy and Institutional Support

The successful implementation of an integrated management model relies on robust policy and institutional support. Universities should establish relevant regulations to clarify the role of party building in student management. Additionally, a dedicated fund should support innovative practices in party building and student management. Institutional design should emphasize transparency and fairness, with regular evaluation and feedback mechanisms ensuring the model's sustainability and effectiveness.

6. IMPLEMENTATION STRATEGIES AND PATHWAYS

6.1 Deep Integration of Party Building and Student Management

Achieving deep integration of party building and student management requires innovation in content, approaches, and methods. Party building should not be limited to traditional theoretical learning and meetings but should integrate into students' everyday learning and lives. Activities such as social practice, volunteer service, and cultural exchange should align party work with students' actual needs, enhancing their sense of participation and belonging. These activities not only elevate students' political literacy but also strengthen their teamwork and social responsibility. For instance, organizing joint activities between student party branches and student associations can combine the ideological aspects of party building with the engaging elements of association activities, enhancing students' real experiences and recognition. Furthermore, party work should actively utilize campus media and new media platforms to create a party building publicity matrix, achieving online and offline interaction, and expanding the reach and impact of party efforts.

6.2 Application of Information Technology

In the information age, technology is a vital tool for modernizing university management. In an integrated student management model, information technology is key in data collection, analysis, and application. Universities can establish a unified student information management platform, integrating various aspects such as enrollment, grades, and activity participation records for dynamic data sharing and updates. This platform provides precise data support for administrators and personalized learning advice and growth plans for students. Big data analytics can identify student interests and needs, offering targeted management and services. Throughout this process, ensuring data security and privacy is crucial, supported by robust policies and technical measures to protect student data.

6.3 Feedback and Evaluation Mechanism

The success of any management model hinges on effective feedback and evaluation mechanisms. In an integrated student management model, establishing multi-level, multi-channel feedback systems is essential. Universities can regularly conduct satisfaction surveys, forums, and opinion solicitation to gather stakeholder feedback on management practices. Evaluation mechanisms should encompass all facets of party building and student management, providing quantifiable metrics and detailed reports to help administrators identify and address issues promptly. The role of feedback mechanisms is not only to uncover problems but also to foster continuous improvement in management and services, enabling dynamic adjustments and optimizations.

7. DISCUSSION AND RECOMMENDATIONS

7.1 Discussion of Research Findings

Research indicates that deep integration of party building with student management significantly enhances students' ideological and political qualities and comprehensive skills. Field studies show that students involved in integrated management models exhibit a higher sense of collective honor and social responsibility, evident in their participation in campus and societal activities. However, ensuring a high congruence between party building efforts and actual student needs remains a challenge, especially amid increasing diversity and individualization.

7.2 Recommendations for University Management

To promote the implementation of an integrated student management model, universities should strengthen efforts in several areas. Firstly, investment in party building should be increased, including resources in manpower, materials, and finances to support innovative activities. Secondly, the construction of an information technology platform should be prioritized, employing advanced technologies for intelligent and precise management. Additionally, universities should establish comprehensive evaluation and incentive mechanisms to motivate educators and administrators, ensuring the effective operation of the integrated model.

7.3 Future Research Directions

Future research could focus on several directions: exploring the adaptability and feasibility of integrated management models across different types of universities; investigating how party building can guide students in understanding and addressing social issues amid contemporary challenges; and examining the impact of information technology in management, particularly the roles of big data and artificial intelligence in student management. Additionally, research could explore how party building enhances understanding and cooperation between Chinese and international students in the context of increasing global exchanges.

8. CONCLUSION

The study of constructing a new integrated student management model centered on party building concludes that party building plays an indispensable role not only in ideological and political education but also in modern management practice in universities. By closely integrating party work with student management, universities can better cultivate socially responsible and innovative graduates. The application of information technology and effective feedback and evaluation mechanisms strongly support the implementation of this integrated model. As universities advance this model, they must address practical challenges and continuously innovate and adjust strategies to ensure ongoing improvement and optimization. In a rapidly changing societal context, this research holds significant theoretical value and offers practical guidance for university management.

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Cross - Application and Digital - intelligence Empowerment: Building a New Form of First-class Curriculum Construction for College Mathematics

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Abstract: Based on the background of the new engineering and digital intelligence era, with the goal of cultivating new-era compound and innovative talents with strong innovation and practical abilities, this paper innovatively proposes a plan to construct a new form of first-class university mathematics course-cross-application and digital-intelligence empowerment. The cross-application between university mathematics and engineering majors is achieved through measures such as reorganizing teaching teams according to majors, building eight types of case libraries, and relying on competitions. Digital-intelligence empowerment is realized by integrating online and offline teaching and building intelligent courses with the integration of AI teaching assistants.

Keywords: University Mathematics; Cross-application; Digital-intelligence Empowerment

1. INTRODUCTION

In response to the new round of scientific and technological revolution and industrial transformation, since February 2017, the Ministry of Education has been continuously promoting the construction of new engineering disciplines. The aim is to cultivate a group of high-quality compound and applied talents with strong innovation capabilities, practical abilities, and strong competitiveness in the industry[1]. All universities have actively responded. By opening new engineering majors, cross - integrating courses and taking other measures, they have strengthened the cross-application among various disciplines and majors, and continuously explored new forms of higher education.

With the rapid development of information technologies such as artificial intelligence and big data, digital - intelligence empowerment is triggering profound changes in education. Minister of Education Huai Jinpeng emphasized that massive data should be utilized to create learner profiles and educational knowledge graphs to achieve individualized teaching. The Ministry of Education is actively promoting the in-depth integration of artificial intelligence and education, building intelligent courses, and enhancing the artificial intelligence literacy of teachers and students [2].

In the current digital-intelligent era of "AI empowerment" and the environment of new engineering construction, as a core basic course for science and engineering majors, basic mathematics courses in general higher education institutions face six key issues in supporting the cultivation of professional and applied talents: how to carry out curriculum-based ideological and political education, how to ensure compliance with national basic standards, how to meet the needs of students' further study, how to support the construction of first-class majors (professional certification), how to implement AI-empowered mathematics teaching, and how to serve the cultivation of high-end innovative talents. That is, university mathematics courses highlight educational and teaching problems such as difficulties in integrating ideological and political elements into the curriculum, ensuring compliance with national standards, meeting the needs of further study, achieving practical applications, empowering with AI, and systematically carrying out curriculum reforms[3].

In response to the six urgently-to-be-solved issues, the curriculum team, adhering to the curriculum construction tenets of "ambition-setting, foundation-strengthening, base-solidifying, cross-integration, intelligence-infusion, and innovation", has embarked on more than a decade of teaching research, curriculum reform, and practice. It has innovatively proposed and implemented a curriculum construction plan of "five characteristics and one degree", and constructed a new form of first-class university mathematics curriculum with "cross-application and digital-intelligence empowerment", effectively providing solutions to the six problems.

2. SOLUTIONS FOR THE CROSS - APPLICATION OF UNIVERSITY MATHEMATICS AND ENGINEERING MAJORS

2.1 Supporting Cross-application: Reorganizing the Teaching Team according to Majors

By researching the curriculum teaching challenges in the cross - application of university mathematics courses and various engineering majors, the teaching staff was first reorganized by major within each college. Then, a step-by-step "cross-application" plan was implemented for the first time nationwide: "introducing classic application cases - adding professional application cases - examining professional application questions". This plan strongly supported the construction of related majors and achieved the goals of "teachers conducting group discussions, cross-application cases being essential, application-based questions added to final-term exam papers, and high professional recognition", thus solving the problem of the difficult application of university mathematics in professional fields.

2.2 Supporting Application: Constructing Eight Types of Teaching Case Libraries

In order to better realize the application of university mathematics curriculum knowledge in engineering majors, the curriculum group has established eight types of case libraries, including the curriculum-based ideological and political education case library, the standard-reaching training classic case library, the standard-reaching training high-quality case library, the extended training postgraduate entrance examination question bank, the application-oriented classic case library, the major- oriented high-quality case library, the excellent case library of mathematics-related competitions, and the typical case library of outstanding innovative and entrepreneurial talents. These case libraries have deepened students' understanding of university mathematics knowledge, enhanced their interest in learning university mathematics courses, and strongly supported the cultivation of virtue and the training of applied talents in related majors.

2.3 Relying on Competitions to Improve Students' Knowledge Application Ability

To better carry out curriculum construction and talent cultivation, our curriculum team has implemented a series of innovative measures in aspects such as teaching models, assessment methods, and subject competitions. A new strategy for cultivating innovative and entrepreneurial talents, namely "group discussions - application - based training-competition experience", has been systematically formulated.

The purpose of carrying out subject competitions is to stimulate students' enthusiasm for learning mathematics, expand their knowledge, cultivate their innovative spirit, integrate the application of mathematics into the entire process of students' mathematics learning, and build a bridge between the theoretical study of mathematics and practical application. Students are encouraged to participate in various mathematics modeling competitions at all levels, such as the National Undergraduate Mathematical Contest in Modeling and the Mathematical Contest in Modeling for American College Students. This allows students to fully demonstrate their talents, and cultivate their teamwork spirit, the ability to work hard, face difficulties and solve problems, as well as qualities of being challenging and innovative.

3. INTEGRATING DIGITAL - INTELLIGENCE EMPOWERMENT TO BUILD INTELLIGENT COURSES

Intelligent courses are innovative courses that integrate cutting-edge information technologies such as generative artificial

intelligence and big data. Based on online learning platforms, AI tools, smart classrooms, and necessary teaching resources and support, they conduct in - depth blended - learning designs and continuously optimize and iterate. As an important course for science and engineering students, university mathematics faces challenges such as how to motivate students and encourage their in-depth participation in classroom discussions. The introduction of intelligent classroom tools, by enhancing teaching interaction and personalized learning, predicting students' needs using teaching data, and achieving real-time optimization of teaching content, provides new solutions for the intelligence and personalization of advanced mathematics courses[4].

3.1 Integrate Online and Offline Teaching to Enhance the Intelligence of Classrooms

Based on platforms such as Xuexitong, Shuyuanwang, and virtual teaching and research offices, by uploading resources like digital textbooks, courseware, question banks, practice exercises, teaching designs, animated graphics, and extended literature, and building visualization tools such as knowledge maps, question maps, and ideological and political maps, the teaching process that combines online and offline teaching is realized. On the one hand, it facilitates teachers' classroom management and the recording of process - based assessments. On the other hand, it can help students achieve visualized learning, enhancing the vividness and interestingness of university mathematics knowledge.

Our curriculum team has developed a series of digital - intelligent resources. These include a curriculum learning platform mainly based on Xuexitong, a curriculum supervision and testing platform mainly based on Shuyuanwang, a curriculum knowledge graph, an intelligent interactive question bank for the course, an intelligent auxiliary testing bank, an intelligent auxiliary experiment bank, and an intelligent preview assistant.

In addition, the team has established a virtual teaching and research office for the university mathematics curriculum group. They have also compiled and published a new - form series of textbooks for advanced mathematics with the Higher Education Press. Through these efforts, the digitalization of advanced mathematics and its initial intelligentization have been achieved, marking a new era in curriculum construction.

3.2 Integrate AI Teaching Assistants to Achieve Teaching According to Students' Aptitudes

The development of Large-language Models (LLMs) of artificial intelligence has spurred the emergence of AI teaching assistants in teaching. AI teaching assistants can not only assist teachers in lesson preparation but also answer students' questions anytime and anywhere, correct students' assignments in real-time, and help students receive immediate learning feedback for correction. The AI teaching assistant transforms the traditional "teacher-student" binary teaching model into a "teacher-student-machine" ternary model. Thanks to its intelligence, the AI teaching assistant can formulate "one-to-one" learning strategies for students, enabling them to avoid excessive rote-learning through many exercises. This approach helps students' study more targeted, stimulates their learning initiative and individuality, and ultimately achieves the goal of teaching according to students' aptitudes.

At present, the curriculum evaluation adopts a new diversified assessment system with process supervision, where "Total Score (100%) = Course Report (10%) + Assignments and Chapter Tests (20%) + Two Phase Exams (30%) + Final Exam (40%, including one professional application test question)". Since the AI teaching assistant can record students' learning process in real-time, it enables a more comprehensive and accurate process - based supervision and evaluation.

4. CONCLUSION

On the one hand, as a basic compulsory course for engineering majors, the university mathematics curriculum not only cultivates students' logical thinking but, more importantly, their ability to solve engineering problems. On the other hand, digitalization and intelligence are driving profound changes in the field of education, presenting new opportunities and challenges for the teaching of university mathematics courses. Therefore, there is an urgent need for reform in first-class university mathematics courses. The cross-application in this paper can enhance students'

engineering application abilities, and digital-intelligence empowerment can break through time and space limitations. Through the integration of online and offline teaching, the curriculum can be made visible, learnable, readable, practice-able, test-able, and discuss-able.

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Construction of a Dual-Integrated Teaching System for Graduate Fuzzy Mathematics Combining Curriculum Ideological and Political Education with a Problem-Oriented Approach: A Case Study of Mining Engineering

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Abstract: To address the pedagogical challenges of "overemphasis on theory over practice" and "lack of value guidance" in graduate-level fuzzy mathematics courses for mining engineering students, this study constructs a dual-integrated teaching system that combines curriculum ideological and political education with a problem-oriented approach. By embedding elements of dialectical thinking, engineering ethics, and social responsibility into fuzzy mathematics instruction, and incorporating real-world case studies such as mineral resource evaluation and mining safety risk assessment, a three-phase teaching model—"theoretical modeling, case analysis, and ethical reflection"—is designed. the results demonstrate that this system significantly enhances students' professional competencies and value orientations, providing robust support for cultivating high-quality, innovative talents.
Key words: Curriculum Ideological and Political Education; Problem-Oriented Teaching Model; Fuzzy Mathematics; Graduate Education

1. INTRODUCTION

With the evolution of societal demands and talent development models, graduate education increasingly emphasizes the integration of disciplinary knowledge and practical skills. Mining engineering, as an interdisciplinary field that bridges theory and practice, mathematics, and engineering, requires fuzzy mathematics as a critical tool to address ambiguities and uncertainties inherent in mining operations. However, traditional teaching methods for graduate-level fuzzy mathematics courses face challenges in meeting the demands of modern higher education for cultivating innovative professionals. This study proposes a reformed teaching system that integrates ideological and political education with a problem-oriented approach to enhance learning outcomes and practical capabilities.

2. CHALLENGES IN TRADITIONAL FUZZY MATHEMATICS INSTRUCTION

2.1 Overemphasis on Theoretical Knowledge with Limited Practical Applications

The complex theoretical framework of fuzzy mathematics, rooted in fuzzy set theory and extending to various mathematical branches, poses significant learning challenges. Traditional instruction often prioritizes abstract theoretical explanations over real-world applications. For example, when teaching fuzzy set concepts, instructors typically focus on mathematical definitions without contextualizing them within practical mining scenarios, leading to superficial student understanding.

2.2 Low Student Engagement

Traditional lectures dominate classroom

activities, resulting in passive learning and minimal interaction. Students exhibit reduced attention spans and limited enthusiasm, as seen in cases where instructors deliver theoretical content without fostering student participation or critical thinking.

2.3 Monotonous Teaching Methods and Uninspired Course Design

Key concepts in fuzzy mathematics, such as fuzzy inference, are often taught through theoretical lectures rather than hands-on case studies. For instance, instructors may explain fuzzy logic principles without demonstrating their application to mining safety systems, hindering students' ability to connect theory with practice.

3. INTEGRATION OF CURRICULUM IDEOLOGICAL AND POLITICAL EDUCATION WITH PROBLEM-ORIENTED TEACHING

3.1 Embedding Ideological and Political Elements

(1) Cultivating Scientific Spirit: Highlighting the historical development of fuzzy mathematics and the contributions of pioneers like Lotfi Zadeh fosters rigorous academic attitudes. For example, discussing Zadeh's groundbreaking work on fuzzy sets inspires innovation and scientific curiosity.

(2) Engineering Ethics Education: Case studies on resource exploitation and environmental protection encourage students to balance economic efficiency with social responsibility. Analyzing mining project evaluations, for instance, prompts discussions on sustainable development.

(3) Team Collaboration: Group projects, such as designing fuzzy clustering models for ore classification, enhance teamwork and communication skills.

3.2 Implementing Problem-Oriented Teaching Strategies

(1) Real-World Case Integration: Mining-specific scenarios, such as mineral reserve estimation using fuzzy decision-making models, bridge theory and practice.

(2) Case-Based Learning: Detailed analysis of tailings dam safety assessments using fuzzy comprehensive evaluation (FCE) methods enables students to apply theoretical knowledge.

(3) Collaborative Learning: Group discussions on optimizing mining efficiency through fuzzy logic algorithms promote active learning.

(4) Digital Resource Utilization: Online platforms like MOOC facilitate hands-on practice with fuzzy clustering algorithms for mineral sample classification.

4. TEACHING PRACTICE AND EFFECTIVENESS EVALUATION

4.1 Implementation Process

A reformed curriculum was piloted in a graduate fuzzy mathematics course for mining engineering students. the course design included:

(1) Theoretical Instruction: Core concepts of fuzzy sets and membership functions.

(2) Case Analysis: Real-world applications, such as risk assessment models for mining operations.

(3) Ethical Debates: Discussions on balancing economic gains with environmental protection.

4.2 Results

(1) Academic Performance: Average scores improved from 75 to 82, with the excellence rate (≥ 85) rising from 20% to 35%.

(2) Practical Competence: Student projects, such as fuzzy clustering-based ore classification systems, were adopted by mining enterprises, improving operational efficiency by 17%.

(3) Ethical Awareness: Surveys indicated a 37% increase in students' recognition of engineering ethics.

5. CONCLUSION AND RECOMMENDATIONS

This study establishes a dual-integrated teaching system that synergizes value cultivation with skill development. Key outcomes include enhanced student engagement, improved problem-solving abilities, and strengthened ethical awareness. To promote wider adoption, universities should:

(1) Provide faculty training on integrating ideological education into technical courses.

(2) Develop industry-aligned case libraries and digital tools (e. g., VR simulations for mining decision-making).

(3) Establish standardized evaluation frameworks to assess both academic and ethical competencies.

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