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CONTENTS

Content Reform of Physical Education Examination in Wuhan High School Entrance Examination Under the Background Of "Double Reduction" Policy: Target Orientation, Key Problems and Practical Path	1
<i>Wei PI, Libin Yu</i>	
Based On the Integration of Sports Events and The Host City	9
<i>Zhihui Jing</i>	
Research On Ideological Education in Universities Under the New Situation	12
<i>Qiangqiang Zhou</i>	
Study on Physical Lifestyle of the Elderly in the Background of Aging	17
<i>Lirong Chen</i>	
Factors Influencing the Leadership Styles of Female Employees in Selected Universities in China	21
<i>Xueqi Wang</i>	
Study on the Mechanism and Path of National Traditional Sports Development Under the Background of Rural Revitalization	24
<i>Li Luo</i>	
The Influence of Coach Affinity on Student Satisfaction in Wuhan Basketball Club	27
<i>Yong Tian, Libin Yu</i>	
Research On the Digital Development Mode of Sports Industry	33
<i>Zeng Yong</i>	
Strategic Thinking on Improving the Development Level of Rural Agricultural Economy	37
<i>Xulin Huang</i>	
Research On the Application and Related Problems of Financial Project Management In Enterprise Management	39
<i>Meifang Jiang</i>	
Strategies For Improving Classroom Leadership of College Teachers	41
<i>Xianzhu Jin</i>	
Research And Practice of Mixed Teaching Mode Of "Project Leading" In Financial and Economics Professional Group from the Perspective Of "Three Teaching" Reform	43
<i>Hui Liu</i>	
Reform And Innovation of Practical Teaching Mode of Ideological and Political Course in Higher Vocational Colleges from the Perspective of Ideological and Political Science	45
<i>Wei Ning</i>	
Factors Influencing College Students' Entrepreneurial Ability and Ways to Improve It	48
<i>Wei Qiao, Ali Khatibi, Jacqueline Tham</i>	
Research And Practice on the Coupling Effect of Industry-University-Research Cooperation in Higher Vocational Colleges	52
<i>Zhiqiang Song</i>	
The Application of Lacquer Art in the Design of Clothing Accessories	54
<i>Liping Sun</i>	
How To Cultivate Students' Creative Ability in College Chemistry Teaching	56
<i>Changan Wang, Yanwei Li</i>	
Research On Aesthetic Education Promotion of Science and Engineering College Students from the Perspective of New Media	58
<i>Guoling Wang</i>	
Discussion On the Reform Of Financial Management Teaching Based On the Training Of Applied Talents	61
<i>Xiaoming Wang</i>	

The Connotation of Ideological and Political Elements in Educational Psychology Curriculum	63
<i>Xiaohui Xie</i>	
Present Situation and Improvement Measures of English Teaching in Higher Vocational Colleges Under Multimedia Environment	65
<i>Miaomiao Xin</i>	
Research On the Necessity and Strategy of Promoting Enterprise Information Management in the Era of Big Data	67
<i>Qin Yao</i>	
Analysis And Research on Ideological and Political Education of Higher Vocational Students from the Perspective Of "Three Complete Education"	70
<i>Yangyang Zhang</i>	
Analysis Of Risk Factors and Countermeasures of Enterprise Internal Financial Audit	73
<i>Ying Zhang</i>	
Teaching Reform and Practice of Database Course for Training Practical Talents	75
<i>Baoqiang Zheng</i>	
The Application of Blended Teaching Model in the Reform of Higher Vocational Nursing Education Teaching	77
<i>Xiaoyan Zheng</i>	
How To Optimize Regional Economy and Promote Regional Development of Rural Economy	79
<i>Xiaojing Wang</i>	
Research On the Cultivation of Entrepreneurial and Innovative Talents for Chain Operation And Management Specialty	81
<i>Qingxia Yao</i>	
Development Strategy of Our Modern Trade Logistics Industry Under the New Normal of Economy	83
<i>Chao Tang</i>	
Key Technology Analysis of Battery Management System for Electric Vehicle	86
<i>Weiwei Zhou</i>	
A Comparative Study on View of Love Between Youths in America and China	88
<i>Quan Wang</i>	

Content Reform of Physical Education Examination in Wuhan High School Entrance Examination Under the Background Of "Double Reduction" Policy: Target Orientation, Key Problems and Practical Path

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Abstract: Using the method of literature, questionnaire and expert interview, this paper studies the content reform of physical education examination in Wuhan high school entrance examination. the results show that: in the physical education system of Wuhan high school entrance examination, there are still some phenomena, such as simple examination subjects, emphasis on results rather than process, low score ratio, etc., which lead to junior middle school students' weak awareness of exercise. In view of this problem, based on the policy of "double reduction", three target positioning methods are put forward, namely, establishment of assessment process, optimization of assessment content and improvement of hardware facilities. the selection of assessment indicators, the setting of evaluation criteria, the equivalence of index difficulty and the fairness of the examination process are clarified. Four practical paths are proposed: updating the guiding ideology, optimizing the management mode, perfecting the examination content and improving the evaluation system. This is not only to change the concept of high school entrance examination of physical education, has the transfer effect, to establish lifelong sports consciousness, develop lifelong sports habits, but also has far-reaching significance.

Keywords: Double reduction policy; High school entrance examination physical education; Target positioning; Key issues; Practice path;

1 INTRODUCTION

1.1 Background and basis of topic selection

1.1.1. Background of the topic

In 2017, the state launched the "Healthy China Strategy" [1], adhering to the "health first" centering on people's health. School physical education is the foundation of the implementation of "healthy China", and the reform of physical education high school examination is the practical interpretation and practice of the concept of "health first". Since the trial in 1998, Wuhan has undergone many reforms in order to find the

implementation plan suitable for the new era. This subject intends to conduct in-depth theoretical analysis and practical discussion on the reform of Wuhan high school physical education examination from three aspects: target positioning, key problems and practical path of the reform of the content of Wuhan high school physical education examination [2], in order to solve the problems and drawbacks in Wuhan high school physical education examination, meet the development needs of Wuhan youth, and conform to the trend of the Times.

1.1.2. Basis for topic selection

In 2021, the state issued the state policy of Opinions on Further Reducing the Homework Burden and Off-campus Training Burden of Students in Compulsory Education [3] (hereinafter referred to as "Double Reduction"), proposing to "deepen the governance of foreign education institutions" and "promote the healthy growth of students". In the same year, based on the national policies, Wuhan Education Bureau issued the Notice on the Implementation Plan of Wuhan Junior High School Physical Education Examination for Graduation [4], adding some examination items to meet the needs of national development.

1.2. Research purpose and significance

1.2.1. Research purpose

The policy of "double reduction" is a historic reform of educational concepts and education methods in the new era. It will play a very important role in strengthening the main position of education in schools, highlighting the principal position of teachers and promoting the all-round development of students. the reform of physical education secondary examination is an important part of the comprehensive reform in the field of education, and is the key to the reform of school physical education teaching. It plays a very important role in promoting the concept of "church, practice hard and compete often", promoting the cultivation of students' core qualities in physical education, promoting the reform of the overall evaluation system of school physical education and the reform of school

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physical education work. [5] Based on this, the content reform of physical education examination in Wuhan high school entrance examination is taken as a breakthrough to explore the physical education teaching content and teaching methods suitable for the personalized development of middle school students in Wuhan, and the reform of Wuhan physical education high school entrance examination is explored from three aspects: target positioning, key problems and practical paths, in order to improve the theoretical system of high school physical education and physical education high school entrance examination system.

1.2.2. Research significance

The theoretical significance of this study is twofold. First, according to the reform of the physical education examination content of Wuhan high school entrance examination, it is intended to explore the physical education teaching content and teaching method suitable for the personalized development of junior middle school students in Wuhan. It has theoretical significance to perfect the physical education theory system of middle school in Wuhan. the second is to explore the reform of Wuhan sports high school entrance examination from three aspects: target positioning, key problems and practical path, which has theoretical significance for improving Wuhan sports high school entrance examination system.

The practical significance of the research is threefold. the first is to study the physical health literacy of junior middle school students in Wuhan and the current physical exercise situation, which is of practical significance to promote the healthy development of junior middle school students in Wuhan. the second is to study the current drawbacks of Wuhan physical education high school examination and the development status of junior middle school students, which has practical significance for guiding the reform of Wuhan physical education high school examination. Third, based on the policy of "double reduction", this paper studies the practice path of Wuhan physical education high school examination, which has practical significance for building a good education ecology in Wuhan and promoting the comprehensive and healthy development of junior high school students.

2. RESEARCH OBJECTS AND METHODS

2.1. Research object

Middle school students in Wuhan.

2.2. Research method

2.2.1. Documentation method

A number of books and literatures related to youth sports training and physical education related to this study were consulted and sorted out through websites such as CNKL, Weipu. com and Wanfang database.

2.2.2. Questionnaire survey method

According to the purpose and content of the research, a questionnaire is designed, and a series of questions about Wuhan physical education high school examination are made to relevant professionals.

2.2.3. Interview Survey Method

In order to obtain the physical health status of middle school students in Wuhan and the relevant information of

physical education examination, some middle school physical education teachers, relevant persons in charge, parents and students in Wuhan were interviewed and investigated.

3. RESULTS AND ANALYSIS

3.1 "Double reduction" policy interpretation

3.1.1. The purpose of the "double reduction" policy

In July 2021, the country promulgated the "double reduction". the idea is threefold. First, reduce the burden of homework. Overall reduce the total amount of homework and the total time, to reduce the heavy homework burden of students. Second, we will improve the quality of teaching. Improve the quality of school education and teaching, strengthen supporting facilities, increase teachers, to ensure that students learn well in school. Third, curb capital profiteering. We will deepen the governance of off-campus training institutions and resolutely curb the use of capital and profiteering. [3]

3.1.2. Core content of "Double reduction" policy

First, reduce the burden of work. By perfecting management system, perfecting and regulating operation structure, we can reduce the quantity and total time of operation and improve the quality. Second, we will improve our services. Teachers should earnestly perform the duty of guiding students' homework, do a good job of feedback and answer after class, and improve the quality of service after class. Third, standardize training behavior. Strict examination and verification of training units, strictly control the establishment of disciplinary training institutions.

3.1.3. The influence of "double reduction" policy on PE high school entrance examination

Policies refer to the goals, clear tasks, and specific measures adopted by state organs and political party organizations in the form of authority at a specific historical stage. the introduction of any policy will have a certain impact on certain areas of society.

The policy of "double reduction" has three main effects on the physical education examination. One is to guide the direction of physical education examination. It is clear that the idea of "church, practice and competition" should be carried out in the physical education high school examination. the content reform of physical education high school examination should conform to the educational concept of the new era. Second, let the physical education examination return to the original intention. the introduction of the "double reduction" policy can guide students in happy middle school, healthy middle school and practice middle school. Avoid students exercising for tests. Let teachers return to the original purpose and mission of education, and avoid people with a heart to profit from the physical education examination. Third, let the sports examination diversified development. the introduction of the "double reduction" policy has focused everyone's attention on the subject of physical education, increasing the demand for physical education, and developing the content reform of physical education examination in a more rich and diversified direction.

3.2. The history and current situation of Wuhan Physical Education High School Examination

3.2.1. History

The course of Wuhan physical education examination is divided into two stages.

First, the history before the 18th CPC National Congress in 2012. In 1998, Wuhan began a trial physical education high school examination. At that time, referring to the National Physical Health Standards for Students [6], the content of the physical education high school examination was determined to be 1000m (male)/800m (female), standing long jump and shot put, with 10 points for each event and a total of 30 points. In 2001, according to the requirements of "Opinions on the Reform of Junior High School Graduation and Entrance Examination" [7], the assessment of physical education and physical exercise for students was added, with a total of 15 points, which was included in the total score of physical education examination. [8] Choose either 50m or 100m; Long jump and vertical jump touch height choose one; Put the shot or throw the ball. A total of three tests, each of 5 points, a total of 15 points, counted in the total score. In 2003, Wuhan reformed the high school physical education examination, with the specific contents being: grip strength/body mass index 4 points, BMI 2 points, standing long jump 4 points, vital capacity/body mass index 5 points, a total of 15 points, and normal score 15 points, a total of 30 points. In 2007, the Implementation Plan of Physical Examination for Junior High School Graduates in Hubei Province [9] put forward new requirements for examination items: BMI index, vital capacity/body mass index, 1000 meters (male) /800 meters (female) are compulsory examination items; In addition, draw lots to determine grip strength/body mass index and standing long jump, a total of five events, 20 points in the usual and test scores, for a total of 40 points. In 2008, the test items were the same as in 2007, the test score increased from the original 20 points to 35 points, and the usual score was 10 points (based on the score of "National Students' Physical Health Standard Test" in the third grade), the total score was 45 points. In 2010, the standing long jump was changed to one-minute rope skipping, and electronic testing instruments were added. Manual timing and manual counting were cancelled. In 2011, the content of the test was assigned to three events: 1000m (male)/800m (female), one-minute rope skipping and sitting forward bend, with five points each. the total score of the test was reduced to 15 points, compared with the usual score of 15 points, and the total score was 30 points. the presentation of grades, instead of a ranking system, was reverted to a percentage system.

Second, the history of the 18th CPC National Congress in 2012. In 2020, one-minute rope skipping and 1000m (male)/800m (female) will still be compulsory events. Seated forward bend and standing long jump will be selected as one of the two events. A total of three events will be tested. the score is made up of 15 points in normal times, 15 points in tests and 30 points in total. As a result, it was cancelled due to the pandemic. the assessment methods and criteria for 2021 are the same as those for 2020, and they are proceeding smoothly. the high school entrance exam was also canceled in 2022 due to the

epidemic.

It should be noted that from 2012 to 2022, the content and score of Wuhan high School entrance examination are relatively stable, and the 2011 edition of New Curriculum Standards for Physical Education and Health are strictly implemented [10].

3.2.2 Current situation

Nowadays, the release of "double reduction", so that more and more people, will focus on the physical education examination system. Through literature and research, it is found that the current situation of Wuhan sports high school examination, there are mainly three. First, the examination subject is single. Compared with the examination subjects of other provinces and cities, Wuhan physical Education high school examination is more simple and lacks self-selected subjects, which is not conducive to the healthy development of students. For example, in Guangzhou City of Guangdong Province, in addition to compulsory subjects (endurance test), there are eight optional subjects such as jumping, shooting, ball for students to choose. For another example, the physical education examination in Xi 'an, Shaanxi Province, not only involves a wide range of subjects, but also very rich content. the specific content of the test involves endurance, cardiopulmonary function, speed, explosive power, strength and skills. In Wuhan, however, there are only tests on flexibility and coordination, with relatively simple content and functions. Second, the result is more important than the process. the assessment of ordinary scores in Wuhan physical Education high School examination is relatively arbitrary, with large moisture content and only emphasis on the final field test results. For example, rope skipping events, high error rate, large contingency. An opportunity on the spot, can not really reflect the level of students. Third, the score ratio is low. the score of Wuhan sports high school examination accounted for 5%-6% of the total score, in the country in the lowest first class. In Guangzhou, Guangdong province, the score was 70, accounting for nearly 9 percent of the total. Xi 'an, Kunming and other cities, the score accounted for about 8%. Fourth, students exercise consciousness is weak. According to the survey, seventy to eighty percent of the students are for the physical education examination and choose exercise, lack of good exercise habits and enjoy sports, love sports thought. For example, the junior high school students in Wuhan near the physical education examination, the frequency and intensity of exercise, is obviously higher than the students in the first and second grade.

3.3. Content reform of Physical education examination in Wuhan high School Entrance Examination under the background of "double reduction" policy

Nowadays, the release and specific implementation of the "double reduction" policy will definitely change the content reform of Wuhan high school physical education examination. Combining with the development history and current situation of Wuhan physical education high school examination, the content reform of physical education examination should start from three aspects: target positioning, key problems and practical path.

3.3.1. Target location

In order to conform to the trend of the Times and achieve the expected goal, we must follow the law of education and formulate clear and detailed target positioning. Improving the fairness, improving the environment and perfecting the system of the sports high school examination are the important goals of the future sports high school examination reform.

The objective positioning of the content of sports examination should be started from the following three aspects. First, establish the assessment process. There are three specific measures. ① Define your goals. At present, the assessment process of Wuhan physical Education high school examination is as follows: the peacetime score of the three years of junior middle school and the final test score, each half; the teacher of physical education in our school will give the grades according to the results of the three-year physical examination. This method, the human factor is too large, can not truly reflect the physical quality of junior middle school students in three years. We should clearly set the assessment standards in the middle school examination process and the detailed target for each of the three years of junior high school. That is to say, compared with the first year, there should be a step progress in the second year, and a clear grading system should be set up to make evidence-based, open and fair grading of students' usual grades. For example, it can be set that the physical test score of the second school year is improved by 10% compared with the first school year, then the corresponding reward score can be obtained. Another example is that when students enter the first year of junior high school, the school should set a physical activity level that students should achieve when they graduate, so that students can work towards the expected goal. ② Improve the on-site system. the on-site physical education examination of Wuhan Sports high school entrance examination is generally completed within one day. the rules and systems of the on-site examination are not rigorous, so it should be close to the system and standards of the entrance examination of disciplines, and more supervisors and security personnel should be assigned to carry out strict supervision, so as to prevent the occurrence of proxy exams. Can be in between the district and the district, hire each other different invigilator, invigilator. For example, Caidian district and Hanyang District invigilator, can alternate invigilator. ③ Use modern technology. the examination process should conform to the historical trend and change from artificial to intelligent. Assessment data and score, are completed by the computer, to ensure fairness, science to promote the test toward modern development. For example, the self-running test system can not only improve the test efficiency, but also automatically summarize the results, without the need for manual scoring. Artificial intelligence robot can generate digital portraits for students, accurately record and present students' sports status and final scores. VR technology can be used as a favorable basis for judgment and adjudication in controversial situations.

Table 1 Suggested physical education score questionnaire
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	Number of people	Percentage (%)
cancel	0	0
reduce	27	33.33
strengthen	36	44.44
keep	18	22.22

Second, optimize the assessment content. the proportion of Wuhan sports examination weight, has gradually improved. At present, physical education in middle schools in Wuhan, as a distinctive sports course, has irreplaceable values of strengthening the body, perfecting the personality and tempering the will. Table 1 shows that 44.44% of people believe that the score of Wuhan Physical Education high School examination needs to be improved, and the change of score involves a series of assessment contents, such as the assessment of ordinary scores and the selection of examination subjects. There are three measures to optimize the content of physical education examination in Wuhan. ① Strengthen the usual performance. Attach importance to students' physical exercise at ordinary times, strengthen the assessment of ordinary results, and incorporate students' physical test results every year into the final performance assessment. For example, students can be scored each year physical test results, calculated into the physical education examination total score. 10% per year (30% in three years), 20% in peacetime comprehensive performance, 50% in high school entrance examination sports field test. ② Enrich the optional subjects. According to the questionnaire feedback, many students believe that they have no advantage in the physical education examination due to the differences of individual bodies. Some projects do not take into account the differences of individual bodies and are not suitable. According to the different individuals of students, more optional examination subjects should be added, so that students can cultivate interest, rather than just for the sake of examination, and enrich the examination content. For example, in 2023 Wuhan Physical Education High School Examination, it is planned to add the three major ball examination subjects, which are selected by the examinees. ③ Precision increase measurement index. It is necessary to analyze students' physical quality scientifically and technically, increase physical indicators accurately according to students' physical needs, so as to complement students' weaknesses and make students' physical education develop in a balanced way in all aspects. For example, students have speed, strength, endurance, flexibility and agility five sports qualities. [11] Make use of science and technology and big data to analyze students' general lack of quality, and increase relevant subjects accurately.

Table 2 Survey of school sports facilities

	Number of people	Percentage (%)
Complete energy	36	44.44
Most energy	27	33.33
Most can't	9	11.11
Completely unable	9	11.11

Third, improve hardware facilities. Table 2 shows that

most students believe that schools can provide training venues and equipment, so emphasis should be placed on improving the physical education hardware facilities of Wuhan rural schools and physical education examination centers. There are three specific measures to improve. ① Sports facilities are provided on a weekly basis. According to the investigation, there are still many middle schools in Wuhan far away from the city, and the sports facilities are not perfect enough for students to practice in school, let alone for students to conduct mock tests in school. Therefore, it is very necessary to increase the investment of sports facilities in Wuhan middle schools. In addition, there are also differences in each district of Wuhan, far away from the city's schools, sports facilities are poor. As a result, students far away from urban areas are unable to better exercise. Therefore, increasing the investment in the construction of sports facilities in rural schools and ordinary schools and ensuring the unity of sports facilities in local schools is also the focus of the reform. ② Unified time and place. In some districts of Wuhan, due to the large number of students, it is impossible to unify the time and test site of the physical education high school exam, which is also a problem that needs to be solved. Field testing is greatly affected by weather and other factors. In the same area, the test time and test place should be unified as far as possible to ensure that students use the same test equipment, so as to achieve relative fairness. ③ Improve examination facilities. the equipment in the examination room should be the most advanced test equipment as far as possible, so as to reduce the impact of objective factors and avoid errors caused by human factors. For example, the self-running test system can not only improve the test efficiency, but also automatically summarize the results without manual scoring. the artificial intelligence robot can generate digital portraits for students, accurately record their sports status and present their final grades. VR technology can be used as a favorable basis for judgment and adjudication when controversial situations occur.

3.3.2. Key Issues

Since 1998, as a kind of entrance examination system, PE high school entrance examination has been implemented in Wuhan for 24 years. It plays a pivotal role in changing the dispensation status of PE subject, promoting the development of school sports, and cultivating students' all-round development of morality, intelligence, physical fitness, the United States and labor. But from the fundamental purpose of the physical education examination, the content of the physical education examination in Wuhan is still faced with many key problems to be solved. [12] There are four main points.

First, the selection of assessment indicators. Nowadays, the selection of examination subjects and assessment indicators in the physical education high school examination has been unable to reach a balance, which is the reason why Wuhan has reformed examination subjects and score selection over the years. There are two specific methods for selecting assessment indicators. ① Formulate indicators scientifically. At present, the examination subjects are physical fitness assessment.

Sports skills (all kinds of ball games, swimming, martial arts, etc.) assessment, in Wuhan high school physical education examination, has not been involved. In order to enrich the selection of assessment indicators, the assessment of motor skills should be added to the examination subjects. For example, the examination subjects of basket and foot can be included in the contents of the 2023 Physical education high school examination, which can be selected by the examinees. It can also closely follow the national strategic needs of "comprehensively revitalizing traditional culture", and include the examination of martial arts items into the content of 2023 sports high school examination. ② New skill test. Scientific and reasonable development of the overall reflection of students' athletic ability level of assessment indicators, rather than select a single can only reflect a certain ability of the index. Index selection, should involve speed, endurance, sensitivity, coordination, strength, and other aspects of ability assessment. For example, basketball comprehensive skills assessment.

Table 3. Physical Education examination difficulty evaluation table

	Number of people	Percentage (%)
high	36	44.44
In general	36	44.44
low	9	11.11

The second problem is the setting of evaluation criteria. Table 3 shows that 44.44% of people think that the physical education high school entrance examination is too difficult. According to the actual situation of students, practical reform should be carried out from the aspects of evaluation standards, evaluation content and so on, so as to make the physical education examination more inclusive. There are two specific measures. ① Focus on student reality. the setting of evaluation criteria should not be discussed on paper, but should meet students' reality and seek reasonable evaluation criteria from reality. For example, for people with physical disabilities and congenital diseases, special assessment standards should be set according to the actual situation. ② Science sets the standard. the setting of the criteria should be neither too difficult nor too easy. It should be "enough and tangible". It should be set that students can reach the standard level as long as they work hard and persevere with a certain intensity of exercise. For example, the score of the basketball exam should be analyzed through the computer and big data to find the most scientific score acquisition conditions. Can be set in as long as three times a week practice more than one hour each practice, then more than 90% of the people, can achieve better results.

Third, the equivalence of index difficulty. If the difficulty of each test is not equal, it will cause students to choose the easier one. For example, the test of basketball and tennis, basketball only needs to practice for a few months, can easily reach the level of passing, while tennis practice hard for a few months, or even longer, to reach the level of passing. This shows the unequal difficulty. There are two solutions. ① Dissect the items. Dissect each

examination subject in detail, set up reasonable score standard. For example, basketball is easier to get into, so the scoring conditions should be improved accordingly. Tennis entry is difficult, scoring conditions should be reduced accordingly. ② Set the difficulty properly. Reasonable setting of the difficulty of the high school entrance examination, to achieve the ultimate goal of strengthening the body and cultivating the sports quality. For example, exercise more than three times a week, more than half an hour at a time, to ensure the intensity, adhere to more than a year, you can achieve better physical education examination results.

Table 4. Fairness Questionnaire of PE high school entrance examination system

	Number of people	Percentage (%)
fairness	18	22.22
More fair	54	66.66
unfair	9	11.11

Fourth, the fairness of the examination process. Table 4 shows that only 22.22% of students believe that the PE high school entrance examination is completely fair. This shows that Wuhan sports high school examination system, there is still a fair problem. In the face of the examination involving children's future, there are parents' reactions. There are still some problems in the physical education examination process of high school entrance examination, such as contingency, manual involvement is too large, and the process is not transparent. There are three solutions. ①The testing process is transparent. the test process and test results are open and transparent, the camera in the test site has no dead Angle coverage, and the test results are directly displayed on the computer to avoid manual intervention. For example, candidates can query test results on the official website through their admission ticket number to estimate the corresponding score. the monitoring process is open, so that parents can observe the test status of candidates. ②Adopt intelligent monitoring. the evaluation machine is all intelligent. For example, counting rope skipping and measuring long jump are completed by infrared sensor system, no longer counted and measured by hand. ③The government increased supervision. the government should pay more attention, increase the input of manpower and the supervision of policies to ensure the fairness of the examination process. For example, the district governments of Wuhan may, in light of their own situation, send additional manpower. Between and adjacent area, mutual coordination and supervision, exchange of teachers, to adjacent area invigilator.

3.3.3. Practice path

Under the background of "double reduction" policy, the reform of high school physical examination has put forward new and higher requirements for schools, families and society. After the completion of the content reform of the physical education examination in Wuhan high school entrance examination, the effect of physical education teaching in junior middle school should be improved rapidly, the importance of physical education teachers and

students' parents to physical education should be continuously improved, and the awareness and concept of physical education should be continuously enhanced. [13] the practical path of the reform of Wuhan physical Education high school entrance examination should adhere to the development needs of "enjoying fun, enhancing physical fitness, perfecting personality and tempering will" [14], which can be started from the following four aspects.

First, update our guiding ideology. There are three specific measures. ① Reform the teaching evaluation system. Junior high school education in the new era should start from the root, reform the educational evaluation system, realize the all-round development of morality, intelligence, physical fitness, the United States and labor, and cultivate comprehensive talents with physical and mental health and all-round development for the country. For example, schools should take teachers' ethics and style as the first standard to evaluate teachers. Instead of relying only on grades, students should be helped to master one or two sports skills in school according to Opinions [15]. ② Innovate the test concept. It is necessary to change the current exam-oriented education thought in Wuhan City, and renew and create the guiding ideology of flexible, changeable and comprehensive education. For example, it is advisable to change the examination subjects in a diversified way every year, and announce the examination content on the eve of the physical education examination. ③We will strengthen guidance on implementation. We should change parents' attitude of valuing literature over physical education, implement and guide local governments and parents to cultivate students' healthy taste and good physical quality, strengthen and guide students to develop good exercise habits, enjoy and love physical education. For example, the Wuhan government should strengthen publicity through slogans, Internet, television and other publicity methods, improve sports venues, dispatch community sports instructors to all localities, create a sports atmosphere, and guide parents and students from the ideological level.

Second, we will improve the management model. There are three specific measures. ①Change and control are combined. the reform of the physical education examination in Wuhan can be based on the national policies, formulated general guidelines and overall planning. According to the actual situation, each district can apply to the superior, make flexible changes, and achieve the combination of change and control. For example, Caidian District key high school, every year according to the situation, recruit a number of track and field reserve talents. This policy, so that Caidian District middle school sports performance, than the surrounding several far urban middle schools, some better. ② Implement local responsibilities. We should improve the supervision department of the test, and implement it to the specific district education bureau and schools, and stand up to the supervision of all aspects of society. For example, the assessment of ordinary performance can be sent by the District Education Bureau commissioners to each school

to carry out spot checks and arrange joint supervision by parents' representatives. ③ Further normalization. In today's information and intelligent era, it is necessary to further standardize the management, improve the management platform and system, and ensure that the inspection of ordinary grades and the final test is true and reliable. For example, the statistics and upload of the data of ordinary scores and field tests should be completed by the computer, and at least two people should be arranged to independently verify the scores. If there is no objection, the files should be saved.

Third, improve the examination content. There are three specific measures. ① Improve exam content. the content of the PE examination after the reform should be more comprehensive, not only examining the physical quality, but also including the examination of sports skills and theoretical knowledge. For example, in the 2023 Wuhan Physical Education High School Examination, it is planned to add the three major ball examination subjects, which are selected by the examinees. ② Extend the assessment phase. At present, Wuhan sports examination, most from junior high school began to pay attention to. According to the survey, after entering high school, students' physical fitness plummets, the reform extends the assessment stage, so that students from primary school to high school, continuous exercise, achieve "health first". For example, in primary school, assess the cultivation of students' interest in sports; In high school, students still take physical tests every year and punish those who fail. ③ Encourage local exploration. Local governments should be encouraged to explore and develop new examination content according to local characteristics and carry it forward. For example, schools may offer sports courses with local characteristics.

Fourth, improve the evaluation system. There are three specific measures. ① Improve the evaluation mechanism. At present, the evaluation system of Wuhan physical education examination is relatively simple, and the examinee's situation is ever-changing. According to different situations, we should perfect the evaluation mechanism and test process. Schools should take the initiative to take responsibility, do a good job in the evaluation of peacetime results, to ensure fairness and justice. For example, do a good job of physical education attendance and class effect assessment, it will be included in the assessment of the usual results. For students with special physical conditions and temporary physical conditions, the development of unique scoring standards. ② Refresh the evaluation requirements. "Double reduction" puts forward higher requirements for the all-round development of students' morality, intelligence, physical fitness, beauty and labor, and the school continues to strengthen the temper of students' physical quality. After reducing the homework burden of students, the focus should be placed on the cultivation of students' interests, so that students have a certain specialty. For example, students who fail to pass physical education and health courses cannot graduate. Middle school students should master one or two sports skills as their specialty.

③ Centileather evaluation oriented. At present, schools and education departments, the focus of evaluation of students, are focused on the achievement. After the introduction of the "double reduction" policy, the school's evaluation orientation should be biased towards the core quality of students. Not only with the good or bad performance evaluation, but also take into account the students' physical quality, progress, professional knowledge and sports concept. For example, the school's judgment of top students should be diversified. the top students in physical quality, practical ability and other aspects, even those who make rapid progress, can be rated as top students and given some recognition.

4. CONCLUSIONS AND SUGGESTIONS

The policy of "double reduction" is a historic reform of educational concepts and education methods in the new era. With the in-depth implementation of the policy, the great reform of school education in Wuhan has ushered in a new stage. By analyzing the target orientation, key problems and practical paths of the content reform of Wuhan high school physical education examination, this paper summarizes the law of the reform of Wuhan high school physical education examination in recent years, and draws the following conclusions: In the physical education system of Wuhan high school physical education examination, there are still some phenomena, such as the single examination subjects, the result rather than the process, the score ratio is low, which leads to the low awareness of exercise of middle school students.

In view of this problem, based on the policy of "double reduction", three target positioning methods are put forward, namely, establishment of assessment process, optimization of assessment content and improvement of hardware facilities. the selection of assessment indicators, the setting of evaluation criteria, the equivalence of index difficulty and the fairness of the examination process are clarified. Four practical paths are proposed: updating the guiding ideology, optimizing the management mode, perfecting the examination content and improving the evaluation system. This not only changes the concept of high school entrance examination of physical education, has the transfer effect, to cultivate students' lifelong sports habits, but also has a positive significance.

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Based On the Integration of Sports Events and The Host City

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Abstract: At present the success of sports events has become a city show brand image, economic strength, cultural customs, local customs and other comprehensive strength of the important channels, as the sports approval procedures simplified and the continuous improvement of the national sports fitness consciousness, the host city and the development of the number and scale presents a significant growth, in the city's internal sports promotion boom. Based on this, the article adopts the literature method, first discusses the symbiosis theory to promote the development of sports events and host city integration feasibility, and then combined with the sports events of the development of the host city integration, puts forward based on the theory of symbiotic sports events and the host city integration development strategy, aims to sports events and the development of the reciprocity of the host city provide theoretical reference.

Key words: Symbiosis Theory; Sports Events; Host City; Integrated Development

Sports events are an important part of the development of sports undertakings. Sports events can not only provide fair opportunities for participants to compete with each other, but also serve as an important way for the host city to show its comprehensive strength. Under the guidance of the theory of symbiosis, in order to promote the development of the city more and more cities began to actively compete for sports activities, aims to comprehensively promote sports development, oriented from around the participants shape unique brand image and urban cultural connotation at the same time, can also be fully to show urban political style, improve the city's economic strength, the spread of urban culture.

1. SYMBIOSIS THEORY PROMOTES THE FEASIBILITY OF THE INTEGRATED DEVELOPMENT OF SPORTS EVENTS AND HOST CITIES

At present, the application of symbiosis theory has gradually covered many disciplines, which has laid a good theoretical foundation for the solution of sociological problems. Sports events belong to a special social event, and the services provided by the city must be carried out as the carrier, so there is an inevitable correlation between sports events and the host city. For symbiotic unit elements in the theory of symbiosis, standing in the perspective of sociology analysis, can be symbiotic unit as a tournament host country, city, or region, or refers to a special social event, social phenomenon, it also means that sports events and host

city can constitute symbiotic unit elements in the symbiosis theory. For symbiosis mode of symbiosis theory, sports and the host city integration development is the key to achieve continuous symbiosis and mutually beneficial conditions, relying on the host city of culture, economy and policy unique resources successfully held sports events, using sports practice to lay a solid mass foundation, and city can also through actively developing sports to improve their comprehensive status, between the grassroots establish influence and popularity, so as to effectively promote the sustainable development of modern city. Finally, from the perspective of symbiotic environment elements, the symbiotic environment between sports events and the host city mainly includes external environmental elements such as policy, culture and economy, which is also an important basis for the host city to successfully carry out sports events and realize all-round development. Because each city has its different characteristics of natural environment and cultural landscape, there are also obvious differences in the unique cultural tradition and historical accumulation of the city. In the actual process of developing sports events, the host city can actively integrate the urban culture with local characteristics, so as to achieve the purpose of comprehensively promoting and publicizing the urban culture.

2. THE STATUS QUO OF THE INTEGRATED DEVELOPMENT OF SPORTS EVENTS AND THE HOST CITIES

2.1 The competition level is uneven

In recent years, the number and scale of sports events in China have shown a significant growth trend, which is not only related to the policy support proposed by the General Administration of Sport of China for the reform of the examination and approval of sports events, but also related to the results of the host city and sports event lovers. Actively carry out sports events not only can fully meet the demand of resident's sports fitness, from multiple angles to bring multi-functional booster benefit, also can accumulate over a long period to improve sports fans and residents' sports fitness consciousness of the masses, give full play to the sport's unique characteristics and advantages, between the grassroots star effect of sports. However, the rapid growth of the number and scale of sports events is accompanied by the disadvantages of uneven quality and level of sports events. the number of operating companies that handle various sports events is limited, and it is difficult for them to provide corresponding professional services for the rapidly growing number of sports events. As a result,

the quality of sports events cannot be basically guaranteed, and the organization level of sports events is far from reaching the expected goal.

2.2 Competition homogenization

In recent years, most sports events carried out in the host cities lack substantive sports and fitness connotation. The host cities not only do not fully consider the actual development needs of the city itself, but also do not dig into the adaptability between the actual development of the city, the positioning of the events and the mass base. With the continuous growth of the number and scale of domestic sports events, most sports events generally have the disadvantages of serious homogenization phenomenon and insufficient differentiation degree of sports events in the actual process of development. In addition to issuing the hierarchical management system of sports events and standardizing sports events, local governments also need to take the local urban culture and characteristics as the starting point, build a special sports event brand, and emphasize the cultural value of the connotation of sports events.

2.3 The event service guarantee is not in place

Driven by the upsurge of the participation of the whole people in sports and fitness, it is easy to cause various accidents when the host cities carry out sports events, and the quality of the competitions is uneven. The fundamental cause of this series of problems lies in the lack of basic awareness of service guarantee for the event organizers. Some first, for example, the city did not do prior event organization and management planning, nor to provide basic service, make sports events in the actual holding process, because of the unreasonable traffic road planning and affect the normal life of local residents, and even cause contestants shock or sudden death accident, these potential event risk factors will directly affect the prospect of sports events and the host city integration development.

2.4 Competition pollution is serious

Various sports events has the characteristics of diversity, can make competitive sports and public fitness to achieve perfect integration, in the process of sports schedule, usually need to consider the personalized differences of different groups, combined with the age structure of the participants, groups, physical quality factors such as set up different ages, different groups of sports competitions, to meet the demand of diversified sports, vigorously promote the basic concept of the national fitness. Although set diversified events can attract more people to participate in sports activities, and to convey to the participants event organizers of humanistic feelings, but a sports event of hundreds of people, tens of thousands of people, after large-scale events, will seriously pollute the ecological environment, mainly with the event organization did not promote environmental protection, garbage recycling site number too little, and participants also lack of basic environmental protection consciousness, greatly destroyed the original ecological environment.

3. STRATEGY OF THE INTEGRATED DEVELOPMENT OF THE SPORTS EVENT AND

ACADEMIC PUBLISHING HOUSE

THE HOST CITY BASED ON THE SYMBIOSIS THEORY

3.1 Improve the quality of the event

The cancellation of mass and commercial sports events has greatly aroused the enthusiasm of the host cities to carry out sports events. More and more host cities take sports events as the carrier to show the local city culture, aiming to establish a positive city image and improve its reputation. But the key to promote the host city of sustainable development of sports events is clear run the game idea, purpose and run the main groups, make full use of a long history of sports events to attract local fans and tourists, for the above issues unified consensus, can really for sports events into a steady stream of vitality. This requires the host city to comprehensively consider the overall development level and the needs of the city, and ensure that the operation level and service guarantee of the host city are consistent with the actual requirements of the event, so as not to affect the integrated development of the host city and sports events. On the other hand, the key to ensure the quality of sports events lies in the construction of a perfect event system, combine the characteristics, quality, culture and promotion strategies of sports events, and constantly improve the operation mechanism and system through a step-by-step way, which is also a difficult problem that the host city must focus on. From sports events before the campaign, organization planning, scheme design to the subsequent event service process need to penetrate the concept of sustainable development of modern city, in the process of practical construction must constantly optimize event organization planning, track design, development event commercial projects, supporting facilities, etc., dig deeper into the brand value and effect, based on the theory of symbiosis, make sports events become an important cultural symbol of the host city.

3.2 Emphasize the internal connection between the event and the host city

Diversified sports events can fully show the natural scenery and local customs of the host city for the participants. In fact, the quality of the event is closely related to the culture and characteristics of the host city. Only by strengthening the internal connection between the cultural characteristics of the host city and the event itself, can the recognition of the brand of the event be fully promoted and the popular image of the event be quickly spread among the majority of urban residents. Once the sports event cannot objectively and truly reflect the cultural characteristics of the host city, it will directly affect the quality of the sports event itself and the value shaping of the event brand. Based on this, when carrying out sports events, the host city must take the cultural characteristics of the local city as the carrier, take the mining of the connotation and value of sports events as the guidance, make bold innovation to the current event operation mode, and promote the integrated development of sports events and the host city from the perspective of symbiosis theory.

3.3 Ensure the service of the event

When the event organizer penetrates the people-oriented concept into various sports events, it should not only bring pleasant participation experience to the participants, but also provide basic security services for the whole process of the competition. The premise of optimizing the event experience is to improve the level of the event service guarantee work, fully implement the event service guarantee work under the guidance of the people-oriented concept, avoid the risks of the event by taking safe and feasible protective measures, and promote the unique event brand of the host city to the participants. In the national health demand promotion and sports number and scale growth under the background of the new situation, the host city must event service guarantee, event risk aversion as the focus of the whole event organization, urged event organizers learn basic event risk prevention knowledge at the same time, also need to introduce effective measures of personal safety protection. The event organizers should start from an overall perspective and comprehensively consider the transportation planning, security measures, medical support, logistics and other aspects, while the participants need to actively participate in the pre-race adaptation, pre-race physical examination, psychological counseling and other activities. Based on this, in the critical period of the future development of sports events, the host city must focus on the construction of professional medical rescue teams, such as the improvement of on-site rescue capacity, logistics support supply and other urgent and urgent tasks.

3.4 Vigorously promote the environmental protection concept of the event

With the continuous warming and development of the sports event organization boom, the event organizers must fully realize the importance of strengthening the publicity of the environmental protection concept, promote the harmonious development of the ecological environment of the host city, and vigorously promote the publicity of the environmental protection concept of the event. With the support of new media technology, the event organizers can use the official website and other new media platforms to promote the slogans and slogans of the event to a large scale, and guide the participants to read the racing environmental protection proposal in the online registration process. Secondly, participants should be organized to actively participate in professional training activities and lectures related to sports events, introduce the basic knowledge of sports protection and emergency rescue to participants, and also encourage them to actively do a good job in environmental protection and establish environmental protection awareness in the process of competition. In the actual process of the sports event, the event organizer should set up multiple garbage recycling stations in combination with the on-site track, and the event volunteers and relevant staff should post warning signs to guide the participants to throw the garbage to the designated recycling stations. Thus, the success of sports events without the event organizers and related volunteers hard work, and participants also need to have

the consciousness of consciously do a good job of environmental protection, under the joint efforts of various forces to overcome the problems existing in the mass sports events held, in the positive city brand image at the same time, make more participants truly experience sports bring happiness and satisfaction.

4. EPILOGUE

The successful development of sports events in host cities is conducive to improving the image of the city, promoting cultural communication and strengthening brand introduction. However, in the actual development of sports events, most cities generally have problems such as unreasonable track setting, chaotic order and safety accidents for participants. Based on this, the host city must be guided by the theory of symbiosis, combining the positioning of the event, city style, urban economic level, ecological environment and other elements, to promote the formation of mutual benefit and interdependence between sports events and the host city.

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Research On Ideological Education in Universities Under the New Situation

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Abstract: This paper takes dialectical materialism and historical materialism as the guiding ideology, takes the ideological discourse power of colleges and universities as the research object, and on the basis of explaining the core concepts and basic theoretical issues, makes a comprehensive and systematic analysis of the problems existing in the current ideological discourse power of colleges and universities, and puts forward the path of the ideological education research in colleges and universities under the new situation. It provides valuable reference for deepening the research on the theory of Marxist ideological discourse power, constructing and mastering the subject of ideological discourse in colleges and universities in the new era, strengthening the adherence to the mainstream ideological positions in colleges and universities and the regulation of public opinion.

Key words: new situation; College ideology; Educational research

1. INTRODUCTION

1.1 Research significance

As an important place for spreading advanced values, inheriting excellent culture and cultivating socially useful talents, colleges and universities are an important front for the Party to carry out ideological education. At present, the diversified social trend of thought and cultural confrontation have brought the challenge to the Chinese ideological work in the social transition period, and also brought the new severe test to the ideological work in colleges and universities. Therefore, under the background of the new era, from the perspective of ideological discourse power, the realistic situation and specific path of the construction of ideological discourse power in colleges and universities are comprehensively and objectively analyzed and explored. It is necessary to consolidate the dominant position of Marxism in the field of ideology, safeguard the initiative and leadership of the Party in ideological work, and improve the internal identification of teachers and students to the mainstream ideology. Both have important theoretical significance and positive practical significance.

1.2. Literature review

1.2.1. Foreign research status

Western research on the issue of ideological discourse power started earlier than China, which is mainly reflected in the following aspects:

1.2.1.1. From the perspective of discourse essence, Michel Foucault put forward the idea of "discourse of power" in the Order of Discourse, believing that discourse is also a kind of power, and discourse authority will be formed through continuous learning and accumulation of

knowledge, thus exerting certain influence in discourse expression. On the one hand, discourse can both increase the influence of power and weaken the influence of power. Compared with other western philosophers of the same period, Foucault's greatest contribution lies in giving new meaning to discourse. He believes that discourse is the embodiment of power relations and the expression of discourse power. People empower themselves through discourse and play a constructive role in the external world.

1.2.1.2. From the perspective of power grab, Antonio Gramsci first proposed the idea of "cultural hegemony" in *Some Cases of Deficiency in the South* and divided its definition into broad and narrow sense: In the broad sense, cultural hegemony refers to the leadership in politics, economy, culture and other fields, while in the narrow sense, "cultural hegemony" refers to the spiritual and moral control, which is a kind of ideological control. He believed that gaining ideological leadership through this non-violent means would lead to a longer and more stable rule. Louis Althusser understood ideology as an ideological state machine, linked ideological issues with social power, and emphasized the functions and characteristics of the ideological state machine.

1.2.1.3. From the perspective of cultural soft power, after the Cold War, the trend of diversification of cultural pattern was obvious. Gramsci believed that culture was the product of the struggle of various social forces, a cultural form with instability balanced by various cultural forces in the integration process, and that the dominant ruling class accepted other non-mainstream cultures with a cultural inclusive attitude. Form their own ideology.

To sum up, there are many views and schools of discourse power and ideological discourse power in the West, presenting a variety of chaotic scenes. In this regard, we can analyze and understand the basic theoretical viewpoints of western scholars on ideological discourse power, so as to provide a reference for the study of the construction of ideological discourse power in universities.

1.2.2. Domestic research status

Through consulting relevant research papers and works, domestic scholars' research on the ideological discourse power of universities mainly includes the following aspects:

1.2.2.1. Research on the definition of discourse power and the connotation of ideological discourse power in universities. Some scholars start their research with the basic connotation of discourse power. Zhou Yinzen defines the logical connotation of discourse power from the four dimensions of value, politics, practice and society, and believes that discourse power is essentially the ability

of people to use discourse to exchange ideas and spread ideas in order to safeguard interests, so as to lead social values and shape the real world. Zheng Yongting and Lin Bohai believe that discourse can both exert power and hold power. the ideological discourse power of colleges and universities is the power and ability to control public opinion and adhere to the direction of socialist development, that is, the direction of socialist development, value judgment and theoretical viewpoint, which is qualified and capable to guide the development of colleges and universities and occupy a dominant position. At the same time, ideological discourse power is the premise and basis of leadership, and ideological leadership is the goal and guarantee of discourse power. Liu Jingwei and Dong Qiancheng believe that discourse power on the one hand refers to the opportunity and right of discourse subject to express, on the other hand refers to the power of ideological leadership gradually held by discourse subject to safeguard their own rights, and the ideological discourse power of colleges and universities refers to the correct guidance of ideological dynamics of teachers and students by exploring rules, finding carriers and presenting contents in ideological work. Strive to realize the Party's leadership and management in the field of ideology and consolidate the dominant force of mainstream ideology.

1.2.2.2. Research on the significance of grasping the ideological discourse power of universities. Xu Hui believes that the construction of ideological discourse power in colleges and universities is an urgent and long-term important work, which is an important part of the ideological work carried out by the Communist Party of China. It is conducive to consolidating the dominant position of Marxism in the field of ideology, enhancing the "four self-confidence" of teachers and students in colleges and universities, and consolidating the main position of ideology and culture. According to Liu Hongbo, mastering the power of ideological discourse in colleges and universities reflects the objective requirement of enhancing the persuasive power of mainstream ideology, which helps to give play to the leading role of ideology, ensure the direction of socialist education in colleges and universities, and ensure the quality of talent training in colleges and universities. Ma Ronghua and Li Yan believe that it is very important to control the ideological discourse power of universities in the new period, which is conducive to consolidating Marxism and firmly mastering the discourse power of Marxism, and is conducive to propagating the national mainstream ideology through studying and judging the current situation, so as to better carry out various work.

1.2.2.3. Research on the problems of ideological discourse power in universities. Li Jiangjing believes that in order to do a good job in ideological publicity, it is necessary to strengthen the work of ideological discourse power in colleges and universities, and in order to firmly grasp the ideological discourse power in colleges and universities, it is necessary to recognize several problems currently facing, mainly manifested in the strong penetration of Western cultural hegemony, the obvious lag of basic

theory innovation and the gradual weakening of traditional discourse mode. According to Li Miao, there are five main problems in scientific construction of ideological discourse power in universities: lagging theory innovation, traditional control path, empty discourse content, simple communication mode, and lack of subject responsibility. Sun Jie believes that the current ideological field of colleges and universities is generally positive, but the complex international environment of globalization and informatization, the impact of the diversification of social thoughts, and the reform and development of colleges and universities themselves all make the discourse power of the ideological work of colleges and universities face a series of problems.

1.2.2.4. Research on the construction path of ideological discourse power in universities. Wang Li and Zhu Qi believe that the current ideological discourse power of colleges and universities should be improved at least from the following four aspects: to maintain the political nature of ideology by giving play to the role of university Party committees, to enhance the practicality of ideology by improving the quality of teachers, to improve the explanatory power of ideology by theoretical innovation, and to realize the effectiveness of ideology by using we-media platforms. Deng Jian believes that the construction of ideological discourse power in universities should start from five aspects: discourse subject, discourse content, discourse transmission, discourse audience and discourse environment. Among them, discourse subject construction is the foundation, discourse content construction is fundamental, discourse transmission construction is the hub, discourse audience construction is the core, and discourse environment construction is the guarantee. Sun Xiaohui believes that the construction of Marxist ideological discourse power in colleges and universities should be from hidden to explicit, from virtual to real, and bring forth the new from the old, so as to realize the transformation of Marxism from knowledge to consciousness, from thought to material, and from tradition to modern. Si Huiying believes that the construction of ideological discourse power in universities is an important part of the construction of socialist ideology, which should be comprehensively constructed from the following three aspects: first, optimize the discourse environment and purify the network space; Second, student-centered discourse community between teachers and students; Third, strengthen theoretical interpretation and enhance the ability to set up topics.

1.2.2.5. Research on strengthening the ideological work of colleges and universities in the new era. Fu Yi En and Lin Dehao believe that we must do a good job in the ideological work of colleges and universities in the new era, and really make ideological work hard and strong. the premise is to strengthen the theoretical armed force, to ensure that the guidance of core values is strengthened, and the condition is to strengthen the role of new media. Liu Yuan believes that the ideological work of colleges and universities in the new era is extremely important, and we must firmly grasp the main task, main front, leadership, combat effectiveness and affinity of the ideological work

of colleges and universities in the new era as the five focal points of carrying out the ideological work of colleges and universities in the new era. Ma Li believes that the new era puts forward higher requirements for the ideological work of colleges and universities, so the ideological work of colleges and universities must be innovated from the following aspects: the combination of theoretical armed and positive guidance, the integration of ideological propaganda and education, the armed mainstream ideology and the construction of professional personnel team.

To sum up, domestic scholars have made a series of remarkable achievements in the study of ideological discourse power in colleges and universities, and have made some progress in the concept, construction significance, existing problems and construction paths of ideological discourse power in colleges and universities. However, the current research still has some limitations: first, the research depth needs to be further explored. In view of the current academic research on the ideological discourse power of colleges and universities, some issues have not been widely recognized, and there are many repetitive studies. They focus on the simple statement of the ideological discourse power of colleges and universities, with more provisions and slogans and less innovation. Secondly, the research breadth and field need to be further expanded. At present, the research focus of scholars focuses on the definition of concepts, the challenges of the Times and the construction path, and the exploration of other contents is rarely involved, such as the theoretical basis and the value of the Times for the construction of the current ideological discourse power of colleges and universities, and the research vision and methods are relatively simple. Thirdly, the systematicness and logic of the study need to be further strengthened. At present, the overall research on the ideological discourse power of universities is not systematic enough. Most researchers focus on a micro perspective, either only studying the concept and internal logic of the ideological discourse power of universities, or only studying the challenges and countermeasures faced by the ideological discourse power of universities, while systematic research on the construction of the ideological discourse power of universities is rarely involved.

1.3. Research methods and innovations

1.3.1. Research methods

Literature research method. Through the research of academic works and papers related to the construction of ideological discourse power in colleges and universities, relevant theories involved in these literatures are summarized and summarized, so as to make this paper rational and persuasive.

A combination of theory and practice. Combining with the current reality, this paper analyzes the existing problems of ideological discourse power in colleges and universities, puts forward the feasible construction path, and provides theoretical guidance for solving practical problems.

System analysis. This paper discusses the existing problems and specific construction paths of ideological discourse power in universities from multiple perspectives,

avoids the isolation from a single perspective, and makes the research more detailed, systematic and feasible.

1.3.2. Innovation

Innovative in topic selection. At present, the academic circle has made some achievements in the relevant research on the ideological discourse power of colleges and universities, but it is not comprehensive enough, and the depth, breadth and system need to be further strengthened, and the research combined with the new requirements of the new era is lacking. From the perspective that the importance of constructing the discourse power of mainstream ideology in colleges and universities in the new era becomes more and more prominent, this study conducts an in-depth study on the construction of ideological discourse power in colleges and universities, improves the effectiveness of the construction of the discourse power of mainstream ideology, and avoids the one-sidedness and one-sidedness of current research.

The content is pioneering. According to the constituent elements of the ideological discourse power in colleges and universities, this paper analyzes the existing problems of the ideological discourse power in colleges and universities and the specific factors leading to the problems from the four aspects of discourse subject, discourse content, discourse carrier and discourse effect, and puts forward a scientific and feasible construction path to improve the logical, systematic and comprehensive construction of the ideological discourse power in colleges and universities.

2. PROBLEMS EXISTING IN THE CONSTRUCTION OF IDEOLOGICAL DISCOURSE POWER IN UNIVERSITIES UNDER THE NEW SITUATION

2.1. the division of responsibilities of discourse subjects is not clear, and the resultant force is not formed

At present, people from all walks of life generally lack a profound understanding of the importance of ideological work in colleges and universities, which directly leads to the weakening trend of authority and leading power of discourse themes. There are two main reasons: First, the division of responsibilities of discourse subjects is not clear. At present, the ideological work in colleges and universities generally has some problems such as unclear responsibilities and division of labor. When a task is assigned, it is difficult to identify the specific lead unit, and when problems arise, it is difficult to find the department that should take the main responsibility. Secondly, the working force between discourse subjects has not yet formed. There is a general situation that the main body of ideological work in colleges and universities operates separately, without forming a strong cohesion and centripetal force. This is because many colleges and universities only define the subject of ideological work within the scope of the ideological and political theory course teachers, think that ideological work is the task of the ideological and political theory course teachers in colleges and universities, and has no relationship with other teachers and units. At the same time, there is a lack of communication and cooperation among various

departments, and departments responsible for literature and art, publicity and news operate independently. Contradictions and duplications occur frequently when conducting publicity activities and assigning tasks, and the work pattern of keeping pace and linking up and down has not yet been formed.

2.2. the fragmentation trend of ideological education content is obvious

At present, in order to meet the needs of college students and meet the fragmentation of their part-time learning time, online education platforms for higher education, such as MOocs, generally design content suitable for fragmented learning, and take advantage of the dynamic nature of the Internet to cut courses into micro-courses with short time, internalizing and imparting detailed knowledge points in the closed-loop teaching process. When learning and reading habits are changed, students are inclined to such fast food knowledge consumption, which will greatly weaken students' logical thinking on deep problems and systematic sorting of knowledge system. At the same time, with big data, artificial intelligence and other technologies, the Internet has become a new tool of knowledge productivity. When the scope of knowledge is broadened, the main line of teaching may also be submerged, and high-quality directional content is difficult to appear in the background of complex information, which will lead to ideological education, such as putting the cart before the horse and forgetting the essentials.

2.3. Ideological education platform construction lags behind

At present, the online courses provided by the online platforms of most domestic educational institutions are mainly concentrated in the fields of language learning, overseas study, online question-answering, examination guidance, vocational education, early childhood education, interest training and so on. However, the bloated products and services brought by the mass and diversified replication production of educational institutions are not popular. There are not enough educational platforms to provide skills and tools for colleges and universities and to cooperate with them. There are even fewer institutions for basic courses of colleges and universities and educational culture and ideology fields such as history and culture, political philosophy, Chinese language and literature. It can be seen that the current ideological education in colleges and universities is still confined to the scope of traditional classroom, and the cross-border integration of ideological education and "Internet +" still needs to be strengthened.

2.4. Uneven distribution of ideological education resources

With the increasing investment scale of information technology, ideological education has an increasing demand for hard resources such as infrastructure, capital and network, and the funding gap is obvious. At present, the coverage rate of the network and the use cost of information equipment have become the key bottleneck limiting the large-scale application of "ideological education+Internet". the support of modern information

technology such as data mining, platform research and development, network interaction makes the research and development, use and promotion of the application of "ideological education+Internet" possible. Multi-screen class technology, such as wireless terminal and computer terminal, makes knowledge no longer limited to tools. However, "ideological education+Internet" has brought about the problem of uneven resources. Universities in economically underdeveloped areas, small cities and other relatively backward areas generally lack channels for ideological education and opportunities for fuller development space.

3. CONSTRUCTION PATH OF IDEOLOGICAL DISCOURSE POWER IN COLLEGES AND UNIVERSITIES UNDER THE NEW SITUATION

3.1. Innovate thinking mode and attach importance to the dominant position of teachers and students

In the development of ideological education in colleges and universities, teachers should attach importance to and respect the principal position of students. Colleges and universities should not only attach importance to the leading role of teachers in ideological education, but also attach great importance to and stimulate the principal position of students in ideological education. First of all, we should constantly innovate ways and methods, break all kinds of drawbacks brought by one-way infusing education methods, completely change the traditional ways and methods of ideological education in colleges and universities, integrate "learning" and "teaching" into the ideological education in colleges and universities, and build the ideological education mode of colleges and universities that combines self-education and guidance education through strengthening scientific research. Secondly, we should vigorously innovate the ideological teaching ideas of colleges and universities. We can fully learn from the experience of western higher education system, and change the indoctrination education into the infiltration education, so as to facilitate the active acceptance and active participation of college students.

3.2. Improve the theoretical system and give play to the role of practical guidance

Marxism as a scientific, open and practical theoretical system, guided by its ideological education content in colleges and universities, not only can scientifically explain social practical problems, but also in constant development, change and improvement. the theoretical achievements of Marxism not only point out the direction for the construction of socialist ideology, but also continuously enrich the theoretical system of socialist ideology. It is a great product of the combination of basic Marxist theory and China's practice in the new era. Therefore, ideological education in colleges and universities needs to unswervingly adhere to the guiding position of Marxism, combine with the new problems and new situations under the new situation, constantly improve the theoretical system of ideological education, maintain the internal driving force of ideological education innovation in colleges and universities, and give full play to its ideological guiding role in college students.

3.3. Adhere to the combination of online and offline to enrich the discourse carrier

From traditional experience, ideological education has a limited role in shaping individuals. Long-term, teach-by-book classroom education is easy to arouse students' aversion and hinder ideological education in colleges and universities. However, innovative forms such as "Internet +" have opened up a new platform for ideological education, which provides multiple measures and multi-pronged approaches. On the basis of traditional offline education, we should give full play to the function of online education. We should try to establish flipped classroom of ideological education, strengthen the publicity of official websites of colleges and universities, build digital libraries of Chinese culture, open public accounts of campus media, set up electronic bookstores, and vigorously develop outdoor media forms on campus such as light boxes, electronic screens, neon lights and road signs. Enrich carrier construction and enhance discourse transmission right.

3.4. Strengthen institutionalization and improve service support capacity

To construct the system of ideological education in colleges and universities, idea innovation is the key. Informationization and globalization are a double-edged sword for ideological education in colleges and universities. Under the current situation, any compulsory measures are not practical. Therefore, in the process of ideological education concept transformation in colleges and universities, in the face of western capitalist ideology, it is necessary to adhere to the principle of sparse but not blocked, fully mobilize various internal resources, and gradually build a perfect teacher ideology supervision mechanism. In addition, it is necessary to insist on cultivating a politically firm, competent and all-around Marxist theory communication content as the core content, to ensure that every college teacher can be consistent with words and deeds, and enhance the service guarantee force of college ideological education.

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Study on Physical Lifestyle of the Elderly in the Background of Aging

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Abstract: In recent years, the development process of China's population aging is accelerating. Facing the severe situation of population aging, all sectors of society must give enough attention to the health problems faced by the elderly, and improve the sports lifestyle of the elderly through scientific physical exercise behavior and habits. Based on this, this paper adopts the literature method and other research methods, combined with the problems existing in the sports life style of the elderly, and puts forward the corresponding guidance for the sports lifestyle of the elderly under the background of aging, aiming to help the elderly establish a healthy sports lifestyle and comprehensively improve the health level of the elderly.

Key words: Aging Background; Elderly People; Sports Lifestyle

Actively carrying out physical exercise activities can not only meet the sports needs of the elderly, but also guide the elderly to form a healthy lifestyle, and effectively improve the physical quality level and sports ability of the elderly. Under the background of aging population, set up a healthy sports life style is the key to fully consider the actual needs of the elderly, the elderly interests in the implementation of diversified sports preferences, and opened the elderly interested in sports courses, by professional social sports guidance personnel sports fitness services, improve the elderly sports life in China's at the same time, effectively solve the problem of China's aging population.

1. PROBLEMS EXISTING IN THE SPORTS LIFESTYLE OF THE ELDERLY

1.1 The management of community sports organization is not in place

Community sports organization management ability directly determines the trend of the elderly sports development and positioning, community actively organize the elderly to participate in sports activities helps to exercise the elderly physical quality, but most of the elderly sports organization still has multiple problems, such as the elderly sports activities too little, or the elderly sports practice become a mere formality, not only to the elderly health services, also is not for the elderly sports activity organization planning give enough attention, it also means that serious lack of community sports organization ability. the community not only needs to pay close attention to the physical health level of the elderly, but also needs to actively provide scientific and reliable guidance for the smooth development of sports activities for the elderly. Although some communities maintain a high degree of

attention and recognition for the development of sports activities for the elderly, such communities lack basic universality and occupy a relatively small proportion in all community types, which cannot truly penetrate sports activities into the daily life of the elderly in the community. According to the data study, only 19% of the elderly give good praise to the sports evaluation in the community, which reflects that the community organization workers still have a large space for progress. For the elderly in the retirement age group, community organization workers need to pay more attention to the physical and mental health problems of such elderly groups.

1.2 Limited investment in human and material resources
The premise of the smooth development of sports activities for the elderly is equipped with perfect sports infrastructure, but most sports facilities in most communities generally have problems such as aging and lack of equipment, and it is difficult to fully mobilize the enthusiasm of the elderly to participate in sports activities. At the same time, most communities only provide sports places such as open space or lawn for the elderly, and a few communities do not even have open space or lawn, which leads to the lack of basic hardware facilities for sports activities of the elderly. In addition, there is a general lack of guidance and suggestions provided by professionals in the actual development of sports activities for the elderly, so that the elderly can only rely on their own interests and subjective experience to participate in physical exercise, and the inappropriate exercise time and non-standard movements will seriously affect the exercise effect of sports. Some elderly people will also resist to participate due to the lack of professional physical exercise activities.

2. SPORTS LIFESTYLE OF THE ELDERLY IN THE CONTEXT OF AGING

2.1 Clarify the attitude and purpose of exercise in the elderly

Under the background of aging population, help the elderly form the premise of standard sports life is clear the elderly physical exercise attitude and purpose, but most of the elderly community for physical exercise with herd psychology, blind psychology, etc., need government departments to intensify promotion of the elderly group, with the help of television, newspapers and books and other traditional media popularization exercise knowledge, from the ideological level to guide the elderly set up the correct physical exercise consciousness. And the community organization managers can distribute brochures and hold knowledge

lectures to introduce the role and efficacy of physical exercise to the elderly group. For learning active elderly group, can cultivate a batch of excellent sports backbone, encourage this kind of elderly group to promote the positive role of physical exercise, through the subtle way drive more elderly to participate in physical exercise, further defined the purpose of physical exercise is to improve physical quality, reduce the burden of society and family. In addition, for a small number of elderly people who are not positive in physical exercise, the attitude of these elderly people can be gradually changed by encouragement or positive guidance, so that they can fully realize the positive impact of scientific sports lifestyle and improve the physical health level of the elderly through standardized sports lifestyle.

2.2 Strengthen the construction of the site and facilities
Before the formal development of sports activities for the elderly, the community must be actively equipped with perfect sports facilities, which is also the prerequisite for helping the elderly to form a good sports lifestyle. At present, most of the elderly community activities site facilities mainly concentrated in the square or park, but these places from the elderly home address is relatively far, virtually weakened the elderly interest in physical exercise, so the government departments must strengthen infrastructure sports facilities within the community, and effectively integrate the existing social resources. For example, activity centers for the elderly or public leisure areas should be established in areas where the elderly are concentrated to provide convenient places for physical exercise for the elderly. On the other hand, the community also needs to improve the existing supporting facilities, timely update and maintain the old sports equipment, and comprehensively ensure the safety of physical exercise for the elderly. Since some schools and public sports venues are relatively less open to physical exercise for the elderly, the government can cooperate with schools to formulate effective measures such as opening up the venues to the outside world. In particular, university campuses can actively open up physical exercise venues for the elderly and comprehensively improve the utilization rate and openness of sports venues. In public places, the elderly can be invited to participate in physical exercise activities in a specific period of time to ensure that the elderly get enough exercise time in public stadiums and effectively improve the enthusiasm of the elderly to participate in physical exercise.

2.3 Strictly control the exercise intensity and duration
In the process of physical exercise for the elderly, the exercise intensity, frequency and exercise time must be strictly controlled. For the elderly with relatively large physical exercise intensity, we can organize the elderly to participate in physical exercise activities scientifically in combination with their sports knowledge and the guidance and help provided by the community department. For the elderly with relatively small physical exercise intensity, physical exercise

programs to enhance the cardiopulmonary function of the elderly should be the priority. Although the intensity and frequency of weekly exercise of most elderly people have reached the international standard of physical exercise, there are still a few elderly people with insufficient frequency of physical exercise, and the community department needs to appropriately improve the frequency of physical exercise of the elderly through encouragement and guidance. And for the elderly who exercise more than 5 times a week, they need to reduce the number of exercises appropriately according to the actual situation, so as to avoid excessive exercise caused by physical injury. Most elderly people can continue to exercise time can be controlled within 30~90min, for the exercise time less than 30min of the exercise intensity should be appropriately increased. Only by helping the elderly to strictly control the intensity, frequency and duration of physical exercise, can we achieve the ideal effect of physical exercise, so as to avoid unreasonable physical exercise affecting the health of the elderly. Under the premise of conditions allowing, the community can set up a special exercise checkpoint for the elderly, focus on checking the cardiopulmonary function of the elderly before exercise, and make a scientific and feasible physical exercise plan for them according to the actual situation. Finally, when the elderly physical exercise, also need to help the elderly strengthen muscle recovery, so as to form a healthy and standardized sports lifestyle.

2.4 Strengthen the organization and management

In most areas, the elderly sports lifestyle of the elderly is mainly spontaneous organization, and the elderly are rarely organized to participate in physical exercise activities. In view of this, the community department should integrate the existing social resources, and integrate commercial capital, financial capital and other social capital into the health industry for the elderly, so as to provide financial support for the long-term development of the health industry for the elderly. In the community department, TiXie, aging committee departments under the unified organization and management, also need to use the existing venues to carry out various forms of sports activities in the elderly, improve the elderly physical quality at the same time, for all the elderly community experience sharing and communication platform, through scientific sports organization management activities to stimulate the elderly to participate in physical exercise, and effectively make up for the lack of children of the negative impact on the elderly psychology. In the actual process of sports activities for the elderly, the community can also give material rewards or spiritual commendations to the elderly with active activities, encourage the elderly to drive more people to participate in physical exercise activities, and further enrich the sports lifestyle of the elderly. Finally, the community can also use the way of social publicity to organize and manage the elderly to participate in re-education activities, and constantly expand the sports knowledge reserve of the elderly. For example, regularly organize

the elderly to participate in sports colleges and universities lecture activities, help the elderly master more physical exercise knowledge, and the reaction in the process of physical exercise practice, at the same time encourage the physical exercise knowledge of the elderly to share their views and experience, expand the coverage between the elderly, for the elderly to master more scientific sports way of life.

2.5 Establish a team of sports social guidance talents

In China, the importance of strengthening the construction of voluntary services for the elderly has been clearly put forward in the development plan of sports undertakings for the elderly. Combined with the development of sports undertakings for the elderly, to establish a professional sports social guidance talent team has become an important topic to be solved urgently at present. In the process of physical exercise for the elderly, it is necessary to arrange professional sports guidance personnel, to provide scientific and reliable reference opinions for the whole process of physical exercise for the elderly, and to help the elderly to achieve the goal of scientific participation in physical exercise. For example, the elderly are encouraged to actively consult the sports instructors for various problems, while the instructors need to make exercise prescriptions based on the actual situation of physical exercise, objectively evaluate the sports degree of the elderly, and help the elderly to master the correct intensity and time of physical exercise. the existing social sports instructors in China are mainly concentrated in Beijing, Shanghai, Guangdong and other regions, and the vast majority of social sports instructors are part-time, mainly from universities and other social organizations, in their spare time to guide the elderly to participate in physical exercise as volunteers. In view of this, the government departments can appropriately increase the salary and treatment, attract more excellent social sports instructors to join this work, or encourage universities to actively train professional sports instructors, so as to provide human support for the change of the sports lifestyle of the elderly.

2.6 Establish a physical exercise evaluation mechanism for the elderly

Before the elderly physical exercise, exercise and exercise all need to evaluate the exercise effect, from the internal evaluation and external evaluation of two angles, the internal evaluation mainly refers to the elderly itself exercise effect, such as exercise intensity, exercise time, density, heart rate and exercise effect, etc., external evaluation refers to community organizations, aging committee, association, trade unions and other departments to the evaluation of the elderly exercise. In the whole process of the elderly physical exercise, usually need to use the blood pressure monitor, blood glucose meter and other equipment to detect the elderly heart rate, blood pressure, lung capacity, etc., and real-time record each of the elderly body reality, finally for a complete personal information file, to help the elderly clear matters needing attention before physical exercise,

from the source to prevent the elderly physical injury may occur in the physical exercise. When the elderly finishes their physical exercise, it is also necessary to help the elderly do a good job according to the recorded information, such as muscle heart and lung function and other aspects of the physical recovery, and strengthen the functional recovery of the elderly on the basis of ensuring the effect of physical exercise.

3.EPILOGUE

Under the background of aging, it is of great practical significance to popularize the healthy sports lifestyle of the elderly, Governments at all levels and social departments are needed to encourage the elderly to actively participate in physical exercise activities, And the existing elderly sports activities and forms of bold innovation, Further clarify the attitude and purpose of exercise among the elderly, And to increase the financial investment in the existing sports facilities, At the same time, strictly control the intensity and duration of physical exercise for the elderly, Strengthen the management of social organizations, Establish a professional team of sports and social guidance talents, Constantly improve the physical exercise evaluation mechanism for the elderly, Relying on the scientific sports lifestyle to achieve the development goal of healthy aging.

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Factors Influencing the Leadership Styles of Female Employees in Selected Universities in China

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Abstract: At present, female leaders in Chinese universities are still a minority. The direct cause of this situation is the implicit gender discrimination in social culture for a long time. Female leaders should be good at playing to their strengths in practical work. In the current society, it is relatively difficult for women to become leaders. Therefore, after entering the leadership position, female leaders have higher leadership ability than male leaders at the same time. Their leadership methods are more mature, and they can quickly form their own unique leadership style in work. Combined with the work situation of female leaders in colleges and universities, it can be seen that female leaders are good at capturing details, good at mobilizing the enthusiasm of employees, good at communication and cooperation in the management process, which can effectively promote the smooth development of scientific research and education in colleges and universities.

Key words: Female Leader; Leadership Style; Leadership

1. INTRODUCTION

In recent years, female leaders have been a hot topic in the society, and the issue of equal rights between men and women has been concerned by people. As a relatively open area of society, colleges and universities are usually sensitive to reflect the changes of social trends of thought. Through the analysis of relevant data of female leaders in Chinese colleges and universities, it can be seen that female leaders can complete relevant management work more efficiently in college management. By giving full play to the unique advantages of women, we can not only efficiently complete the communication and cooperation between various departments in universities, but also, more importantly, listen to different opinions within the team better by virtue of women's strong perception, so as to formulate the direction of the research team more scientifically and improve the efficiency of scientific research.

2. CURRENT SITUATION OF FEMALE LEADERS IN CHINESE UNIVERSITIES

Colleges and universities are places where social ideas collide, so they are usually areas with relatively open society. Therefore, gender discrimination in colleges and universities is relatively weak. It seems that women are more likely to take leadership positions in colleges and universities, but the implementation is not so. The root cause of this situation lies in the implicit discrimination against women in university work. Some studies believe

that it is the responsibility of educating children in the family that causes the competitive disadvantage of female researchers in the workplace, but the fact is not so simple. In Europe and America, many female researchers choose not to marry and be sterile, and there are also many families where fathers take the responsibility of educating children, but these female researchers are still at a disadvantage in the workplace. Under the same conditions, men are more likely to get research funding and more likely to be in leadership positions.

On the whole, female leaders still occupy a relatively low proportion in the management of colleges and universities. However, the analysis of the development of female leaders in colleges and universities shows that the proportion of female leaders in the leadership of colleges and universities has been significantly improved. Although the number of female leaders in Chinese universities is small, their performance in leadership positions is as good as that of male leaders, such as Wu Xiaolin, president of China University of Petroleum, Wang Yaoqi, president of Central University of Finance and Economics, Fan Liming, president of Shandong University, and Tian Hongqi, president of Central South University, who is not only a member of the Standing Committee of the National People's Congress but also an academician of the Chinese Academy of Engineering. Female leaders in colleges and universities have made remarkable achievements in their respective fields and can also complete scientific research and teaching work well in college management. Numerous studies have shown that women leaders can add real value to organizations when they enter the executive suite. Companies with a higher proportion of female leaders in the senior management team will outperform those with a lower proportion of female leaders.

3. LEADERSHIP STYLES OF FEMALE LEADERS IN COLLEGES AND UNIVERSITIES

In management work, women also have their own independent advantages compared with men. As a female leader, the acuity perception of things will be relatively strong; Men may be more independent and competitive in the workplace. Women are better at interpersonal connection and are more willing to work with others to achieve goals, so they are more likely to play a good role in team cooperation. Women tend to be more empathetic and able to put themselves in others' shoes. Therefore, when leading a team, they are more aware of the emotional changes of the team. Being able to think beyond the work

itself and support the needs of team members through empathy, so this is also a particular advantage for women.

3.1 Good at capturing details to improve decision correctness

In the process of managing work, female leaders are better at understanding employees' attitude towards work plans through linguistic reasoning, emotional rendering and other ways, and optimize work plans according to the actual situation. Compared with men, female leaders are more sensitive, able to fully sense the subtle changes of others' emotions in their speech and deportment, and better grasp the weaknesses of human nature when communicating with others to achieve their goals. Scientific research in colleges and universities usually consumes a large amount of human, material and financial resources of the country, so it is necessary to be particularly cautious in scientific research decision-making. Female leaders in colleges and universities can make use of their advantages of high sensitivity to better listen to the opinions of all parties involved in scientific research and help the team choose a more scientific research direction, which can effectively reduce the loss caused by decision-making mistakes to the country. Although the number of female leaders in colleges and universities is relatively small at present, with the progress of our scientific research, more and more women will play their advantages in the scientific research work and become leaders in colleges and universities.

3.2 Can effectively mobilize the enthusiasm of employees

Leadership in colleges and universities is a complicated work. In the process of management, it is necessary to realize the coordination of multiple departments in colleges and universities. Therefore, leaders in colleges and universities must have the ability to mobilize the enthusiasm of employees. Compared with male leaders, female leaders are better at gaining the trust and recognition of others and can effectively mobilize the work enthusiasm of employees. To arouse the enthusiasm of employees is not only to give material rewards, but also to understand the problems that employees encounter in their work and the bottlenecks in their personal development [1]. Women who take the leadership position often have the rational thinking ability like men, do not speak in a hurry, not slow, not fire, often in a mild language can grasp the key points of things for analysis. Not only can understand the difficulties encountered by workers, but also can give reasonable suggestions according to the situation of workers. In short, female leaders can better mobilize the enthusiasm of employees by virtue of their female advantages.

3.3 Good at communication and cooperation

Communication and coordination are innate advantages of female leaders. Good at words, strong communication skills, rich emotions and feelings of others, is a female innate ability. Female leaders are more likely than men to be "flexible and flexible" in their communication style, coordination skills, and methods of handling opponents. They have communication instinct and coordination talent, and know how to skillfully use unique communication and coordination skills such as language art and body art to

deal with various problems in the organization and resolve various conflicts [2]. In the scientific research and education work of colleges and universities, the funds given by relevant departments are limited, and the leadership of colleges and universities will allocate the funds according to the needs of each department. In this process, conflicts and disputes are likely to occur among different departments. Female leaders can better complete the relevant communication work with the help of their strong communication skills and the ability to perceive the emotions of others.

4. DIFFICULTIES IN THE DEVELOPMENT OF FEMALE LEADERS IN UNIVERSITIES

Although the proportion of female leadership in Chinese universities has been increasing in recent years, we must realize that the proportion of female managers in universities is still an absolute minority. the reason for this situation is that the development of female leaders in universities is still limited, and only a small number of women with outstanding abilities can break the prejudice and obtain corresponding rights and status.

4.1 Restrictions of traditional social culture

China is a secular country, and traditional social culture has a profound influence on the society, which is also true in the management of colleges and universities. Therefore, for a long time, female managers in Chinese colleges and universities are an absolute minority. the key to break this situation is to break the discrimination against women in the traditional culture. In the traditional culture, women should put their own focus on the family rather than the workplace, which greatly restricts the development of women in the workplace. Colleges and universities are also part of the society, and they are deeply affected by this wrong idea in the process of development and formation. Meanwhile, colleges and universities are also areas where advanced social thoughts are concentrated, so colleges and universities are also a good window for women to break this wrong perception. It is difficult for one or two women alone to break this social imprisonment. Female staff in colleges and universities should unite to form female mutual aid groups, fight for their own rights and interests through reasonable channels in colleges and universities, and prove women's advantages in management positions with practical actions.

4.2 Restrictions on scientific research

On the whole, women's leadership is better than men's, but college leaders generally have their own scientific research work in addition to daily leadership work, both of which require a lot of time and energy. At present, even if male leaders give up scientific research work and focus on university management, there is still a large space for development. However, once female leaders give up scientific research work, it is difficult for them to integrate into the scientific research field again. This makes many female leaders in universities choose the former between scientific research work and university leadership work, which restricts female leaders in universities to a certain extent the proportion of sex.

4.3 Restrictions on marriage and childbirth

The restriction of marriage and childbearing on women is very common in the workplace, especially in the childbearing link. The time cost of women is much higher than that of men, which makes women easily fall into a disadvantageous position in the workplace competition. Some women even choose to be unmarried and sterile in order to protect their current workplace status, which directly illustrates the restriction of marriage and childbearing on women's career development [3]. In university work, especially in scientific research work, research time is usually very high cost, and the process is usually long, female leaders in the process of leading scientific research needs, will not conducive to the development of scientific research work, so some scientific research leadership positions will be given priority to men, which greatly restricts the development of women in universities.

5. DEVELOPMENT DIRECTION OF FUTURE UNIVERSITY LEADERS

The essence of leadership is not different according to gender, but the reason why female leadership is put forward separately is that the development of leadership, no matter the number of leaders or the influence of leadership behavior, women are far behind men. In fact, when women are engaged in leadership work, they pay more attention to details and are more persistent, which is the biggest difference with male leaders. However, due to the influence of traditional gender concepts, female leaders at the present stage face different challenges, assume different family responsibilities, and society has different judgments on men and women, as well as different expectations for female leaders [4]. The essence of leadership is the inner influence on followers. After women become leaders, their disadvantages in the workplace can become advantages, which can help them better adapt to the needs of leadership positions.

With the continuous improvement of the society's cognition of the essence of leadership, the proportion of female leaders in the management of colleges and universities will also continue to increase. In this process, the leaders of colleges and universities will develop in the direction of equality, diversity and specialization. The so-called equality means that the proportion of men and women in university management will tend to be the same. Male and female managers will be responsible for their own management direction, and the selection of university managers will pay more attention to ability rather than gender. The so-called diversification means that the focus of the work of colleges and universities is scientific

research and education, so the number of experts of various disciplines in the administrators of colleges and universities will tend to be the same, and the thinking of different disciplines will collide together to improve the development level of colleges and universities. The so-called specialization means that with the development of colleges and universities, the management level of management will be continuously improved, and the professional level of college administrators will also be continuously improved, which will help promote the further development of scientific research education.

6. CONCLUDING REMARKS

To sum up, female leaders in Chinese universities can effectively complete the relevant management work of universities and promote the development of scientific research and education in universities by virtue of their unique advantages. However, due to limitations and social and cultural discrimination against women, the proportion of women in the management of universities and colleges has always been far lower than that of men. With the development of society and the continuous improvement of people's understanding of the nature of leadership, more and more people begin to realize that leadership has nothing to do with gender, but women can complete related management work more efficiently in the management level. As the proportion of female leaders in Chinese universities continues to increase, more and more women will have the opportunity to realize their value in more social leadership positions.

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Study on the Mechanism and Path of National Traditional Sports Development Under the Background of Rural Revitalization

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Abstract: Many excellent ethnic traditional sports are derived from the development of rural culture. It is of positive significance to study the development mechanism and path of ethnic traditional sports under the background of China's vigorous development of rural revitalization. Therefore, this paper uses literature to study the mechanism and path of the development of traditional sports under the background of rural revitalization. Research that: simplify the properties of protection degree pay attention to the development of national traditional sports, the traditional sports in school education, let the rural areas of national traditional sports to marketization development, enrich the revitalization of rural traditional sports development path, to effectively promote the inheritance and development of traditional sports, comprehensive power rural revitalization.

Key words: Rural Revitalization; National Traditional Sports; Development; Mechanism; Path

1 MECHANISM OF THE TRADITIONAL NATIONAL SPORTS DEVELOPMENT UNDER THE BACKGROUND OF RURAL REVITALIZATION

There are 56 ethnic groups in China, each of which has its own ethnic cultural characteristics, so the traditional sports of each ethnic group also has a strong ethnic cultural character. After a long period of development and evolution, the remaining traditional national sports has become one of the core carriers of national culture. In the current rural revitalization under the background of the mechanism of national traditional sports development and path has a positive realistic development significance, because the realization of rural revitalization of development strategy, can provide good policy support for the development of national traditional sports, and the development of national traditional sports, also can effectively accelerate the development of rural revitalization, can promote the coordinated development between the two.

Every national traditional sports is derived from the life of all ethnic people, influenced by the backward productivity of the national traditional sports always retains the original activities, such as: northeast manchu ethnic masses of the typical traditional sports-pearl ball is borrowed from the northeast people cut down trees evolved, some evolved from the national traditional sacrificial activities, such as: part of southwest China ethnic dragon boat race project, mainly evolved from the

original sacrificial activities. Although most of the current traditional national sports are used by people for entertainment, whether the national sports from that kind of track evolution, it can not get rid of the practical attribute of sports.

Current on the basis of national traditional sports attributes can be divided into entertainment, competitive categories, in terms of typical national traditional sports mainly includes: Guangxi zhuang masses "shoe racing", "yungui area miao" blowing ", southern Yunnan mulam" fireworks ", northeast manchu national masses" pearl ball ", Mongolian" equestrian ", etc., national traditional sports complex diversity, distinctive common jointly construct the national sports enterprise. In terms of the emotional expression of traditional national sports, it is mainly manifested in the organic integration with traditional national culture and customs, and also reflects the value choice of the Chinese people. For the latter is mainly reflected in the reflection of national traditional culture. For example, "dragon boat racing" reflects the sacrificial culture, and miao "shoe racing" reflects the national leisure culture. Traditional national sports have an important mission in promoting residents' fitness and entertainment, enhancing the cohesion of the people, inheriting traditional sports culture, protecting national cultural security and driving national economic growth. On the one hand, it can give full play to the physical fitness and entertainment function of traditional national sports; on the other hand, it can effectively promote the establishment of national cultural confidence and national confidence, and effectively promote the sustainable development of China's sports economy.

2. OPTIMIZE THE DEVELOPMENT PATH OF THE TRADITIONAL ETHNIC SPORTS UNDER THE BACKGROUND OF RURAL REVITALIZATION

2.1 Attach importance to the inheritance and protection of traditional ethnic sports

With the development and popularization of modern sports in China and the influence of modern and diversified cultural ideas, Chinese people are more keen about modern sports and modern culture, As a result, China's local traditional national sports culture inheritance gradually fell into the situation of nobody, , The complete content and form of traditional national sports are gradually blurred, And a decreasing understanding of the masses, At present, most of the existing traditional sports of all ethnic groups are preserved by word of mouth, Exclusive talents are the

living resources of the traditional national sports, Especially under the constant impact of modern civilization, Many excellent national and traditional ethnic sports programs, Because no one wants to pass on is diminishing. So under the background of rural revitalization of the protection of national traditional sports talent is crucial, the specific implementation mode are: on the one hand, the relevant departments to arrange specialized personnel and funds responsible for the development of rural traditional sports protection, the rural folk craftsmen support for protection, give necessary subsidies and support, through education, open workshops for their channels to cultivate inheritance, let more people master national traditional sports skills and culture. On the other hand, the skills of craftsmen in national traditional sports should be transformed into visual words or images for retention, and modern digital technology should be used to establish a database. In addition to recording written materials, audio-visual materials should be recorded, so as to retain the original appearance of the national development of traditional sports culture as much as possible. Second, to gradually to standardize and simplify the declaration of intangible traditional sports culture, because the success of the intangible declaration, is also an important way to protect and development of traditional sports, but there are many places declaration procedures are more complicated, lead to inheritance people have no confidence to declare, as for the development of national traditional sports. Therefore, the government should support the standardization and improvement of the application procedures of cultural heritage from the aspects of talents and material resources, promote the work of applying for the World Heritage, and include more traditional ethnic groups sports into the list of intangible cultural heritage, so as to better inherit and protect them.

2.2 Scientific development of traditional ethnic sports competition activities

Chinese all nationalities in the process of the development of the long term created a large number of traditional sports, number, rich form of the world admiration and attention, in these traditional sports, except a few projects for sacrifice, celebration, most sports are competitive, and the current China's modern competitive sports development good momentum, national traditional sports can fully draw lessons from the development of the modern competitive sports mode, the mining factors of national traditional sports, through organizing competitive games to increase people to the understanding of national traditional sports, expand its influence. On the one hand, more traditional ethnic sports will be included in the ranks of competitive competitions. National traditional sports to inheritance and development in modern society, relying on its competitive characteristics held various forms of competitive games or competition is an effective way to promote traditional sports, at present, China has recognized the importance of national traditional sports competition, some activities have begun to take shape,

for example, martial arts, go, dragon boat, wrestling at home and abroad has been mature, pass the competitive concept, also effectively promote the development of traditional sports. In addition, many rural areas are also holding regular traditional ethnic sports meetings, which also play an important role in promoting and developing Chinese traditional ethnic sports culture. Therefore, the relevant departments should go deep into the rural areas to explore more ethnic traditional sports and cultural elements, and then organically combine them with modern sports competitions. On the other hand, we should standardize the movement technology of traditional national sports and improve the competition system. National traditional sports has always been in the form of folk movement, movement technology randomness is strong, the rules are relatively rough, does not conform to the standard of competitive sports, so to promote the development of national traditional sports competition, we must rely on modern sports to regulate traditional sports movement, more in rural areas actively develop national traditional sports events, etc., to improve the development of national traditional sports professional, effectively boost the cause of Chinese rural revitalization development.

2.3 Integrate traditional ethnic sports into school education

Inheritance and development of national traditional sports, to the ordinary people students to promote and spread cannot ignore the important group, the students are the backbone of the future of the country development construction, they shoulder the mission of spreading knowledge and culture, at the same time students are also an important group of sports activities, so the inheritance and development of national traditional sports cannot leave the school education. However, most school physical education in China is based on track and field and ball sports. It is difficult to find the trace of the traditional ethnic sports in various schools. With the attention of the state and society to the development, inheritance and development of the traditional ethnic sports, the inclusion of the traditional ethnic sports into school education has been gradually put on the agenda. First of all, we should actively develop and integrate the traditional national physical education teaching resources. Characteristic national traditional sports teaching, modern competitive sports in teaching is more focused on action technology learning, and in the traditional sports teaching, technical learning and cultural learning is equally important, teachers in the integration of teaching resources to combining the local regional characteristics, cultural characteristics, national background to choose the right traditional sports, and then the national traditional sports as sports teaching, let the students to the national traditional sports to establish a comprehensive and objective cognition and understanding. In addition, the school can also fully rely on the traditional ethnic activities to carry out teaching, such as participating in various ethnic celebration festivals, can also be an effective way for students to learn and understand the traditional ethnic

sports. Second, the national traditional sports is in the folk free learning, if introduced into the school teaching, you need to have complete teachers, so the school to organize more teachers to participate in traditional sports knowledge learning, also can invite some rural excellent traditional sports heritage people to school on the national traditional sports culture knowledge, improve the effect of traditional sports teaching.

2.4 Traditional ethnic sports in rural areas should develop towards a market-oriented direction

Rural China has many ethnic traditional ethnic sports resources, When the relevant departments develop, utilize, inherit and develop these traditional ethnic sports resources, In addition to paying attention to the inheritance of cultural values in rural areas, But also to analyze the economic value of ethnic traditional sports in rural areas, On the basis of respecting the national tradition of ethnic sports in rural areas, Then the development of traditional sports in rural areas, To make the traditional ethnic sports in rural areas continue to develop towards the market model, To combine the characteristics and culture of the traditional ethnic sports in the rural areas, Showed to the general public through various ways of development, In order to realize the rural area ethnic traditional sports culture inheritance and the traditional sports economy development win-win. The specific implementation methods are as follows: First, we should excavate the natural resources, ethnic resources and human resources in the traditional ethnic sports in rural areas to develop the sports tourism industry. At present, China's developed economy, people's rich life, close to nature, with regional characteristics, ornamental and strong experience of tourism are people's first choice. The emergence of traditional ethnic sports in rural areas is closely related to the natural resources of the nation, and it has a strong national culture. So, under the background of the current rural revitalization of development, relying on the development of rural national traditional sports, to develop rural sports tourism industry, using the development of rural national traditional sports to promote rural areas tourism economic development, is the best way for the development of rural national traditional sports marketization. For example, the Water-sprinkling Festival in Yunnan, the Kite Festival in Weifang and the Buluotuo Cultural Tourism Festival in Baise are all deeply loved by tourism lovers. Second, cultural industry development is a national spirit, ideas, values and transmission way, so the current relevant departments should pay attention to the development of rural traditional sports, actively build rural traditional sports culture characteristics, shaping rural traditional sports culture brand, to promote the development of traditional sports in rural areas, comprehensive power rural revitalization.

3.EPILOGUE

in a word, Traditional ethnic sports are the main representatives of China's most excellent national

culture, Every national traditional sports project has a strong national cultural characteristics, In the current context of China's great efforts to develop rural revitalization, To study the development mechanism and path of national traditional sports, This requires relevant departments to vigorously support the development of traditional ethnic sports culture in rural areas, To have full confidence in the development of traditional national sports culture, We should focus on the major goals of national cultural development in the future, Through a wide variety of pathways, To continuously promote the development of traditional ethnic sports in rural areas, To contribute to rural revitalization and development, We will comprehensively promote the coordinated development of rural revitalization and traditional ethnic sports.

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The Influence of Coach Affinity on Student Satisfaction in Wuhan Basketball Club

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Abstract: This paper uses the method of literature, field investigation, interview, etc., from the perspective of affinity, interprets the types and forms of affinity of basketball coaches, and makes a specific analysis of the influence of affinity of Wuhan Basketball club coaches on students' satisfaction. The results show that the affinity of Wuhan basketball club coaches still has some problems, such as low professional level, not new training mode and not much emotional investment. In view of this problem, some measures are put forward to cultivate moral sentiment, arouse learning desire, improve physical and mental health and consolidate basic skills. This not only plays a positive role in improving the affinity of Wuhan basketball club coaches, but also has practical significance in stimulating students' interest in practice and promoting personalized development. It also has a reference for improving the affinity of other sports coaches in China.

Key words: Affinity; Satisfaction; A basketball club; A coach; Influence;

1 INTRODUCTION

Since the 21st century, the state has been attaching more importance to national sports and strengthening the development of youth's physical health. For example, in 2007, the state issued the Opinions on Strengthening Youth Sports and Enhancing Youth Physical Fitness [1]. In 2020, the state promulgated the Opinions on Promoting and Regulating the Development of Social Sports Clubs [2]. In June 2022, the state revised the Sports Law [3], which will come into force on January 1, 2023, to promote the building of a strong sports country and a healthy China, implement the youth sports promotion plan, and promote the development of competitive sports. China's sports development is still in an important period of strategic opportunities, but both opportunities and challenges have changed. [4] the Fifth Plenary Session of the 19th CPC Central Committee set the ambitious goal of building China into a great modern socialist country by 2035, which is encouraging and highlights the role of sports in the new journey towards building China into a great modern socialist country in all respects. [5] Based on this situation, it is of great significance to explore the influence of affinity of basketball club coaches on students' satisfaction by closely following the sports characteristics of the Times.

2. TYPES AND FORMS OF AFFINITY OF BASKETBALL COACHES

The process of training between coaches and trainees is a process of emotional communication. Each coach has a unique teaching style and mode, which not only affects the "teaching" of the coach and the "learning" of the student, but also affects the psychological and personality development of the coach and the student.

2.1 Types

Because different basketball coaches have different teaching styles, and each student has his own personality. Therefore, the affinity of basketball coaches has a certain bias.

Basketball coach affinity bias type, there are four main. One is humorous. This type of basketball coaches often use humorous language and actions in basketball training to adjust the training atmosphere, improve training efficiency, resolve classroom conflicts and harmonize the relationship between teachers and students. The second is the strict type. This type of basketball coach is strict with students, often let students better grasp each basketball basic knowledge and skills, in order to keep improving. The third is passion. This type of basketball coach is full of blood and passion during training, and combines the love and pursuit of basketball training culture with the training into the care and expectation of the students. When it comes to emotional points, they are often full of passion, full of spirit and full of vigor. They shake people's hearts and make students have strong emotional resonance. Fourth, the mild type. This type of basketball coach speaks eloquently, is kind and natural, and gives good guidance during training. The coach and students communicate with each other in an equal, cooperative and harmonious atmosphere during training, and integrate their desire and exploration of training knowledge and skills into the scene of actual combat.

2.2 Manifestation

Affinity refers to the ability to form intermediate complexes between molecules. [6] In basketball training, it can be interpreted as the ability of coaches to guide students, enhance learning interest and improve training quality.

Basketball coach affinity expression form, there are four main. One is the charm of personality. Specifically, it is the will to show courage, determination, perseverance; Emotional display optimistic, cheerful, cheerful and

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open-minded; Intellectually, it is sensitive and imaginative. the second is the expression of kindness. Specifically, it is to face and influence students with amiable and approachable expression, so that students can acquire independent and expanded thinking ability. the third is to appear as a normative action. Specifically, the demonstration time should be accurately predicted, the best demonstration position and Angle should be selected, the correct and standardized movements should be displayed, the enthusiasm of trainees should be fully mobilized, and the movements should be standardized to improve the training effect. the fourth is the humorous language. Specifically, the language should be accurate and concise, vivid, sonorous and powerful, and should have authority, appeal and appeal.

3. THE CURRENT SITUATION AND DISADVANTAGES OF THE AFFINITY OF WUHAN BASKETBALL CLUB COACHES

With the development of basketball clubs, the demands of coaches are increasing year by year, and their affinity is uneven. Even in the actual training, some unreasonable phenomena appear.

These unreasonable phenomena are mainly reflected in three aspects. First, the professional level is not high. There are three more. First, the technical level is low. At present, some of the coaches of Wuhan Basketball Club are amateurs who have not received professional training and their basketball skills are not high. Second, lack of sports experience. the lack of sports experience of coaches is due to their own participation in competition and training less, lack of actual combat and training experience accumulation, which leads to the training pattern, generalization, training effect will be reduced. Third, the knowledge structure is unitary. Some of the coaches of Wuhan Basketball Club are composed of amateur basketball fans, who have not received systematic professional theoretical study, and the basic theory of training is weak, the knowledge system is not perfect, and the structure is simple. Second, the training mode is not new. There are three. First, the concept of training is backward. As some Wuhan Basketball club coaches are composed of amateur basketball enthusiasts, they lack a systematic understanding of the rules of basketball, so they guide students to train by experience, and the training concepts and concepts are outdated. Second, the training method is obsolete. Influenced by traditional educational concepts, some coaches of Wuhan Basketball Club are composed of amateur basketball enthusiasts. the training mode emphasizes too much on coaching, and the training content is boring. It is difficult to mobilize the initiative and creativity of the students in training, which is not conducive to the potential development and physical and mental development of the students. Three value results light process. the coaches of Wuhan Basketball Club only pay attention to the final training results and ignore the context of the training results when guiding the students to train due to their lack of solid training theories, which squeezesthe students' thinking process of learning new basketball knowledge

and skills. Third, emotional investment is not much. There are two specific things. One is too little interaction. In the training of basketball club, because coaches do not fully grasp the current knowledge level of students, do not choose the appropriate difficulty content, timely interaction, and the frequency of interaction is not high, students will have a lack of attention in the training psychology, which is not conducive to the development of students' personality. Second, lack of life communication. the coaches of Wuhan Basketball club usually pay more attention to how to complete the training content, but ignore the emotional output of life. They fail to deal with the relationship between life and training, which is not conducive to the all-round development of students' body and mind, and affects the students' shaping of sound physique and tenacious spirit.

Basketball club coach affinity disadvantages, there are three main. First, unbalanced development of knowledge and skills. There are two concrete manifestations. First, the comprehensive ability is not high. Some coaches of the club are too young and lack professional talents with affinity. Most of the coaches come from previous graduates of physical education majors of various universities in Wuhan. They focus on the improvement of sports skills, but ignore the study of theoretical knowledge, which leads to a low affinity level in basketball training. Secondly, the cultivation goal is fuzzy. While cultivating professional basketball talents, colleges and universities have vague goals and tend to study theories and skills, but lack practical training experience and do not consider the development needs of basketball clubs. When colleges and universities send professional talents to basketball clubs, they should adjust the training structure of college basketball majors, improve the training system of students' affinity in training practice, make the training of talents to the elite development, and focus on the training of competitive talents and comprehensive talents of college basketball majors. Second, reform and innovation are not systematic. There are two concrete manifestations. One is the lack of practical exploration. the ability of a coach to innovate affinity is a combination of existing knowledge and experience with creativity. [7] "Creative labor comes from practice" [8], from the coaches' painstaking exploration in training, from the accumulation of all kinds of training and competition materials and knowledge, and from the advanced consciousness and rich imagination. [9] the second is the lack of frustration education. Most coaches are afraid of the pressure of the surrounding environment, and dare not independently raise questions and insist on their own correct opinions. At the same time, they do not deny their own mistakes and correct their own prejudices. They lack the ability to constantly innovate in aiming at the training objectives, which makes it difficult for many contents in basketball to have new and innovative training courses and achieve excellent results in training. Therefore, the ideal training goal can not be achieved. Third, there are limitations in

communication. There are two concrete manifestations. First, the awareness of communication is not strong. In the training process, due to the lack of extensive knowledge reserve, unable to adapt to the situation, and the lack of attention to things, the coaches are not sensitive enough to capture important information. The reason is that the way students choose to communicate is not enough, and the students cannot quickly integrate into the training situation. Second, lack of emotional knowledge. If coaches do not have rich knowledge of psychology, philosophy, pedagogy and other related disciplines when communicating emotions, they cannot effectively understand the psychology of students and effectively clarify the emotional needs of students. As a result, the organic integration of emotions between coaches and students cannot be realized in the training process. [10] Basketball coaches who lack affinity are unable to give timely interpretation of students' emotional needs and form benign communication, which makes the teaching atmosphere unfriendly, orderly, healthy and harmonious. [10]

4. INFLUENCE OF WUHAN BASKETBALL CLUB COACHES' AFFINITY ON STUDENTS' SATISFACTION

"Satisfaction is a state of mind that refers to a person's subjective assessment of the quality of a relationship." [11] Affinity of basketball coaches has a positive impact on the concrete practice of cultivating students' moral sentiment, arousing learning desire, enhancing physical and mental health, consolidating basic skills, etc., and improving students' satisfaction.

4.1 Cultivate moral sentiments

It is the central task of coaches to cultivate students' noble moral sentiments and cultivate their all-round development of morality, intelligence, body, beauty and labor. How to ensure the effect of basketball training and make students gain a sense of political responsibility, a sense of community, a sense of honor, a sense of national pride, a sense of rationality in pursuit of truth and a sense of holy beauty requires coaches to flexibly use various training methods and means to achieve good training results. So as to improve the comprehensive quality of students.

In terms of cultivating moral sentiment, the influence of coach affinity on student satisfaction of Wuhan Basketball club mainly has three aspects. First, mutual respect, solidarity and cooperation. There are two concrete manifestations. One is reflected in the team. The coach is the organizer and leader of the training, and the training team is a cohesive social collective with conscious cooperation and active efforts to achieve the common goal. The coaches take the lead in basketball training with students participating in the main body, cooperating with each other, cultivating team cohesion and promoting students' awareness of contribution. Basketball is a sport in which many people participate. Second, it is reflected in cooperation. Teamwork can effectively promote the development of students' subjectivity, cultivate their sense of responsibility and spirit of cooperation, establish a good training

environment of mutual respect, mutual cooperation and mutual understanding between coaches and students, guide students to find problems, explore and solve problems, leave time and space for students, let students really become the master of learning. Make group cooperation play its due role in basketball training. For example, the Chinese women's basketball team broke through all the obstacles in the 2023 World Cup and reached the finals with the sportsmanship of the Golden Orchid, which perfectly explained the power of teamwork. Second, not afraid of difficulties, dare to struggle. There are two concrete manifestations. One is reflected in the training. Training "whether the goal can be implemented and completed with high quality is largely related to the training situation and training atmosphere" [12]. Whether students can reflect high confidence, self-esteem, strong will quality, good mood in the training are closely related to the situation and atmosphere in basketball training and competition. Basketball coaches should pay special attention to creating a good situation of equality, cooperation, harmony, challenge, so that every student can enjoy the joy of success, and should avoid excessive competition and make students feel particularly unsuccessful training situation. For example, in the training, students should be clear about their goals. The coaches should combine the characteristics of each student and give full play to their advantages. When encountering the bottleneck period, they should not be discouraged, not afraid, timely encourage, adjust their psychology and dare to fight. The second is embodied in life. Basketball coaches should first play the exemplary role of being a teacher and not afraid of difficulties. Difficulties are ubiquitous in life. We should cultivate students' will to overcome difficulties through words and deeds, through the express and implied comprehensive effect. We can categorize the training difficulties and analyze them. [12] For example, when students are training for layups after a confrontation, they are always afraid of falling down and dare not fight in their heart. At this time, we should timely guide students: don't be afraid, dare to challenge yourself and make bold moves, and the coach will stand under the basket to protect you. As long as the student has a successful experience, he will stimulate infinite interest, and overcome this psychological barrier. These excellent will qualities can also be transferred to the students' daily life learning, have an impact on their life. Therefore, it is extremely important and necessary to cultivate the spirit of students who are not afraid of difficulties and dare to struggle. The third is not arrogant in victory, not hungry in defeat. There are two concrete manifestations. One is reflected in confidence. In order to improve the training interest of students, establish confidence, coaches should be more patient, not too eager for success, many children in life is very afraid of losing, can not afford to lose, parents have high expectations of children, parents through a variety of channels to convey their anxiety, even if it is a small classroom test, and strive to let children play excellent, this is the performance of eager for success. Is losing

once really so terrible? Many children have not failed experience, more and more afraid to lose, on the back of a heavy psychological burden. For example, in the training, the coach will organize the team competition, the competition will be won or lost, for children is a good training and psychological exercise. Lose, to seriously summarize and find the problem: win, not proud, keep modest, continue to work hard. the second is reflected in psychology. As a coach, we should actively encourage students. There are wins and losses in the competition, and we should seriously summarize and reflect upon the failure. In the training, we should correct the learning attitude, correct the mistakes in technique and tactics, and make up for the shortcomings. Help students overcome psychological pressure, out of the psychological shadow of failure. Let every student regain confidence, do a dare to challenge and face the difficulties of life attitude. For example, students may accidentally make mistakes in a game, get into foul trouble in a game, be in poor personal condition, be nervous, be disorganized, and often turn a favorable game into a passive one.

4.2 Arouse the desire to learn

Arousing students' positive attitude and interest in basketball training in basketball club training is helpful to improve students' enthusiasm to participate in basketball training, and has positive significance to the development of basketball training and the impartation of basketball knowledge and skills.

In terms of arousing the desire to learn, the influence of coach affinity on student satisfaction of Wuhan Basketball club mainly has three aspects. One is to arouse a strong interest in basketball activities. It is embodied in three aspects. One is embodied in idolatry. the coach can set up the idol first, the students imitate the idol, the curiosity will be enhanced, produce the performance of eager to try. For example, before the start of the training, the multimedia can be used to play NBA game video, showing the stars James, Curry, Irving accurate shooting, beautiful dunk and magic pass and other pictures, students' interest in learning will be intangible. the second is reflected in the interest is induced. the specific performance in the field game training method will improve the students' interest in learning. Can stay focused, work hard to overcome difficulties, and create pleasant emotions. For example, students in the form of a group, to march in the "mouse steal oil" dribbling game relay race, in the designated position to take markers, more wins, in order to consolidate dribbling skills, reduce mistakes. Three is embodied in the coach's guidance. Coaches should pay attention to the basics in the training. After students learn the basic skills of basketball, they all look forward to playing games, which is the psychological performance of students active and competitive. For example, in the design of basketball training plan, the coach should make full use of these characteristics of students' physiology and psychology to organize training. the competition can not only mobilize students' enthusiasm in using the basic skills of basketball, but

also play an important role in improving students' interest in learning and active training atmosphere, and improve students' interest in learning basketball. the second is to arouse the scientific understanding of basketball training. There are two concrete manifestations. One is embodied in scientific theory. the coach should correctly apply the scientific training concept, guide the students to train, and establish the scientific understanding of basketball training. For example, "From a certain point of view, sports are sports games, but they are played under strict and uniform rules" [13]. So, enjoying the happy training of basketball is a kind of concept, and the club students enjoy happiness in basketball is an indispensable part of the training concept. Scientific theory is the foundation, the foundation is the key, let the students seriously learn the basic knowledge is crucial. the second is reflected in the training content. It is the key to realize basketball science training to design the content, method and means of basketball training. the training of basketball skills should conform to the basic laws and rules of the application of skills in the competition. For example, in the daily basketball training of students, no matter how well the technique and tactics are designed, it is difficult to guarantee the effective implementation of the original plan when the fierce confrontation and tough defense are encountered on the court. How to stabilize the level of play in actual combat, improve the efficiency of attack, win the game, is the need for each student and coach to explore together, arouse the scientific understanding of basketball training. [13] At the same time, each student should conduct basketball training in a scientific way, not only insisting on the actual combat content, but also paying close attention to the basic skills. Third, arouse the enthusiasm of participating in basketball. There are two concrete manifestations. One is reflected in the creation of a good situation. Coaches should create an environment conducive to stimulating students' interest in training. For example, the coach can create an interactive training environment for the trainees, providing a space for the trainees to communicate with each other and discuss the training activities. Setting up problem situations for students to think about and put forward their own opinions is also a method to build a training environment. Through students' participation in basketball training problems, students' interest in basketball is enhanced and the relationship between students and students is enhanced. the second is reflected in the training atmosphere. the democratic, harmonious and relaxed atmosphere is an important means to improve students' learning enthusiasm in basketball training. In the training and knowledge learning, students can put forward their own views and opinions. In order to have a deeper understanding and understanding of the training, they often discuss together. For example, coaches can inspire students to be positive and enterprising, change the monogeneity of the previous basketball training mode, encourage students to overcome the boredom caused by the rigid training mode, solicit opinions and suggestions

from students on the basketball technical training mode, adopt the training mode of group competition, innovate the organizational form, and attract students' attention, emotions and inquiring mood. Improve the students' participation consciousness, so as to improve the training quality and create a relaxed and harmonious training environment.

4.3 Improve physical and mental health

A long-term foothold is closely combined with the implementation of "health first" [14]. It is very important to care for the physical health of each student. Coaches should start from helping students to improve their health awareness, popularize scientific health knowledge, firmly grasp the "habit of training" and "form a healthy lifestyle" to promote the physical health of students.

The influence of coach affinity on student satisfaction of Wuhan Basketball club is mainly related to the improvement of physical health. One is a strong body. Health is not only the physical absence of disease, but also the mental absence of disease and good social adaptation. Basketball is widely favored by students. Long-term basketball training will not only improve students' immune ability, reduce the occurrence of disease prevention, but also enhance students' physique, so that each student can grow up happily and healthily. Second, standardize work and rest. Coaches should actively lead students to standardize work and rest in training. Training can not be late, leave early, strict requirements in the prescribed time, complete the training task, develop a good life habits. At the same time, the coach should also train the consequences of poor work and rest, and guide the students to solve. It is of positive significance to promote students' physical and mental health.

4.4 Strengthen basic skills

Basketball training is a bilateral activity between coaches and students, and only the tacit cooperation between coaches and students can achieve good teaching effect. In order to make students actively cooperate with the teaching of coaches, the training of basic skills is a must for each student to master, constantly find problems, improve basic skills, and then improve the level of competitive sports and achieve ideal sports results.

In terms of consolidating the basic skills, the influence of coach affinity on student satisfaction of Wuhan Basketball club mainly includes four aspects. One is to strengthen the basic dribbling skills. There are three concrete manifestations. One is to overcome nervousness. At the beginning of the training, the coach used a warm and gentle tone to say hello to the students, integrating the game into the training and eliminating the students' inhibited depression. For example, the coach can use small games to introduce training, so that students can overcome tension, eliminate concerns, and integrate into the training team. the second is to repeat a lot of practice. the training of basketball dribbling technique generally starts from the proficiency of the ball. the easiest way to get good at it is to bounce the

ball. To demonstrate to the students, the coach should show from different angles, so that each student clearly see every action, on this basis, and then carry out a lot of skilled ball practice. For example, when explaining, the coach should repeatedly emphasize the significance of practicing a lot of basic movements. In the training process, it is necessary to allocate time reasonably, point out mistakes and correct them in time. Three is patient and kind guidance. In training, coaches should observe carefully and help students improve their basketball skills. For example, when training dribbling, many students like to use the palm of the hand to clap the ball, rather than the wrist and finger strength to clap the ball, the coach should patiently guide the students to touch the ball and control the ball skills, improve the flexibility of the students fingers and wrists. Another example is the hand shape of dribbling and the speed change and direction change in the process of dribbling, which are prone to mistakes. Coaches should guide and correct in time, narrow the distance with students, enhance the affinity of coaches, and let students feel the importance of coaches to them. the second is to strengthen the basic skills of running and jumping. There are two concrete manifestations. One is active guidance and encouragement. In the training, the coaches should first correct their thoughts, take the coaches as the leading, take the students as the main body, and care for every student enthusiastically. the basic ability of running and jumping is a great physical test for students, and they even want to give up. the coach should be patient, calm and reasonable to deal with, to constantly encourage students to stick to the completion of training. In the process of running and jumping, the coach should not only speak, but also practice. If the coach takes the initiative to participate in the running and jumping training of the students, it can generate the affinity to guide and encourage the students. Second, for all students. Training, most of the basketball coaches impatient, running and jumping ability of poor students, do not seriously analyze the root of the disease, but only on the form, external performance of some expressed, sometimes inevitably subjective, one-sided, aggravate the contradiction between the coach and students, affect the teaching effect. For example, students are obviously behind other students in physical fitness and will suffer physical discomfort under the same intensity training. At this time, the coach should take the initiative to communicate with the students, understand the causes, adjust the training methods and content. the third is to strengthen the basic shooting skills. There are two concrete manifestations. One is the reasonable arrangement of density. In training, competition, coaches should reasonably arrange the training density, promote the emotional exchange between coaches and students, students and students, and harmonious relationship. For example, in shooting training, the coach should arrange the activity amount and activity density of shooting training in advance, and grasp a good sense of proportion. Can through the form of shooting competition, adjust the training density,

adjust the students' body and mind. the second is to create a relaxed atmosphere. During training, coaches should create a relaxed training atmosphere according to the actual situation of students. For example, shooting training is one of the ways to train students to concentrate, to improve the shooting percentage, is crucial. Specific training, can be arranged such as "shot to score" small games, to see who in the specified time, the most points. the fourth is to strengthen the basic tactical skills. There are two concrete manifestations. One is to analyze the problem correctly. In training, the coach should be good at holding the line. Tactical skills have high requirements on students' basketball skills, so it is inevitable that some students' understanding and execution ability of basketball tactics are weak. At this time, the coach can not blindly reprimand, but should try to let the students find their own shortcomings, encourage the face of reality, face up to themselves, to solve the problem. For example, at the end of every tactical training, students should watch videos to guide themselves to analyze and find ways to solve problems. Second, active communication. In training, coaches should open their hearts and communicate with all students, especially to care more about and help the underachiever. Make them trust you, like you, respect you, and enjoy your training sessions. As a good teacher, first of all to actively communicate and become a helpful friend of students. Only in this way can we guide students to love basketball training and consciously understand the true meaning of tactics.

5. CONCLUSION

With the promotion of the strategy of "Healthy China 2030" [15], Wuhan Basketball Club has gradually entered people's vision and developed in various districts of Wuhan. However, nowadays, Wuhan Basketball Club students' satisfaction with the affinity of coaches is still not ideal. Its affinity also has the professional level is not high, the training mode is not new, emotional investment is not much and other problems. In view of this problem, some measures are put forward to cultivate moral sentiment, arouse learning desire, improve physical and mental health and consolidate basic skills. This not only plays a positive role in improving the affinity of Wuhan basketball club coaches, but also has practical significance in stimulating students' interest in practice and promoting personalized development. It also has a reference for improving the affinity of other sports coaches in China.

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Research On the Digital Development Mode of Sports Industry

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Abstract: With the rapid improvement of information digital technology, all industries are actively exploring a new digital development mode, and strive to continue to maintain the trend of rapid growth in the new era. In recent years, the sports industry has also developed vigorously, and the rapid development of digital technology has also provided a new development idea for the renewal of the sports industry. Digital development will become the inevitable reform direction of the development of the sports industry at the present stage. Article adopts the literature method and other research methods, analyzes the present situation of the sports industry digital development and the reality of the sports industry digital development dilemma, and targeted to promote the sports industry digital development optimization strategy, hope to provide some useful Suggestions for the sports industry digital development, comprehensively promote the sustainable development of the sports industry.

Key words: Sports Industry; Digitalization; Transformation; Development; Strategy

1. THE DIGITAL DEVELOPMENT STATUS OF THE SPORTS INDUSTRY

1.1 Related sports products and sports technologies are constantly being upgraded

In order to meet the growing consumer demand for sports goods, the major sports goods production enterprises must improve the production efficiency of their products, followed by the need to further optimize the product design, production process, resource allocation and information publicity and other links. In the traditional production mode, the connection between these links and the market development is not close enough. Due to the limitation of information exchange efficiency, there is always a certain lag, which makes it difficult to improve the efficiency of the production chain of sports products. And apply digital technology to the sports products production process, through the data interconnection, information integration, artificial intelligence, optimal allocation of information resources, realize the optimization of the production process, efficient use of production materials, as well as the efficiency of the whole industry chain, the sports product upgrade and transformation provides the development power. In addition, on the basis of following the objective law of development, China's sports industry is inseparable from the development of science and technology, vigorously support, and needs to support the technological advantages of digitalization itself. Under the guidance of the concept of "Internet + sports", various smart wearable devices have become the necessities of People's Daily life,

which make the sports industry develop in a more diversified direction and inject new vitality into the digital development of the sports industry. For example, intelligent kneepad can not only monitor the movement state of the sports all the time, but also better guarantee the safety of athletes, so that the knees of athletes can maintain comfortable in any movement state. In 2020 in order to surge people participate in sports fitness, meet the demand of people's online sports, China ali sports developed, with intelligent movement function of AI recognition technology, "AI movement" can let participants easily break through the scene limit, anytime and anywhere can exercise, the same year in April, tsinghua university, USTC, Hangzhou electronic science and technology university eight universities, participated in the first college AI online game "cloud will", there are more than 10000 students, Participate in online sports meeting through online mobile phone. The "March 21 Sports Festival" in 2022, In the "AI Sports" activity with the theme of "card coin rush the list, sports for gold", Launched a new gameplay for "AI Sports," Chinese people can obtain the "card coins" corresponding to the sports data through the "sports accounts" on Taobao, Alipay, Dingding and other clients, In the "sports bank", the virtual currency, For example, users can obtain card coins through the number of "AI exercises", the number of steps, the number of exercises to offline venues, The more calories that users consume on their daily exercise, There will be more "card coins" in their account. Such forms of activities not only enrich the content and form of AI sports, but also stimulate more people's interest in participating in sports, so that more and more people develop good sports habits.

1.2 Research on the digitalization of the sports industry is gradually increasing

Research on the digital development of the sports industry in China, In the last two years, Take CNKI as an example, By selecting the keyword "Sports industry, digitalization", In 2012, there were 3 research articles on the digitalization of the sports industry, In 2013, there were 2 research articles on the digitalization of the sports industry, In 2014, there were 5 research articles on the digitalization of the sports industry, In 2015, there were 7 research articles on the digitalization of the sports industry, In 2016, there were 7 research articles on the digitalization of the sports industry, In 2017, there were 5 research articles on the digitalization of the sports industry, In 2018, there were 3 research articles on the digitalization of the sports industry, In 2019, there were 9 research articles on the digitalization of the sports industry, By 2020, it rose to 23 articles, It can be said that from before 2019, There are only a few annual

research documents on the digitization of the education industry, By 2021, it had achieved a leapfrog growth of 87 articles, By 176 articles in 2022 (see Figure 1), This shows that the research on the digitalization of the sports industry, In recent years, it is developing in the form of gradual

growth. As a sports researcher, we should grasp this opportunity and actively study the digital development mode of the sports industry, so as to fully realize the effective transformation of the digital development of the sports industry.

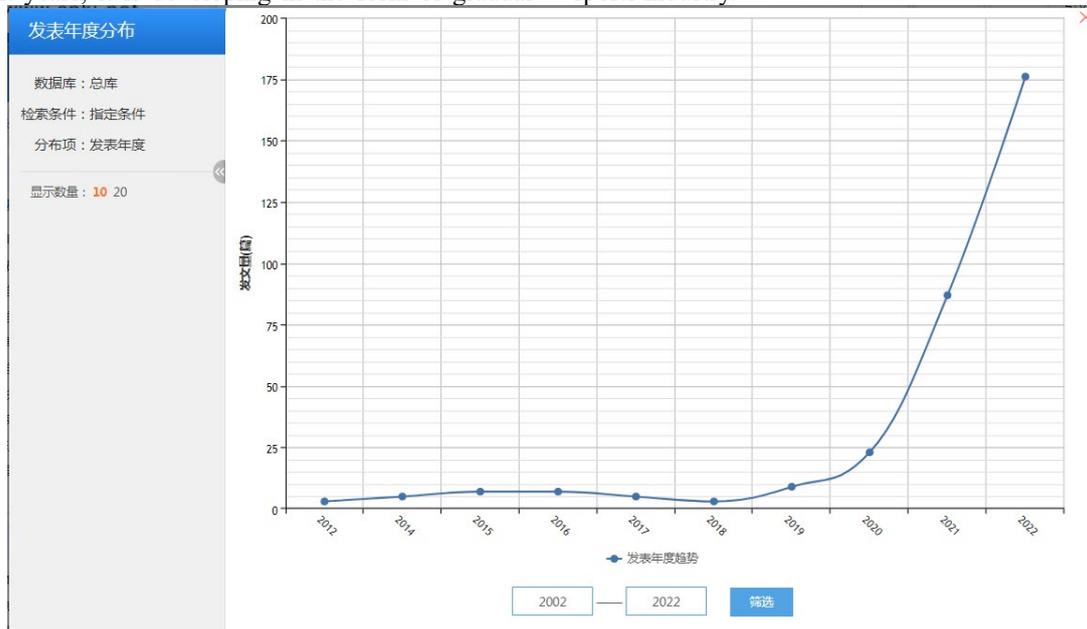


Figure 1 Research literature on digitalization of CNKI sports industry in 2012-2022

2. THE REALISTIC DILEMMA FACED BY THE DIGITAL DEVELOPMENT OF THE SPORTS INDUSTRY

2.1 Relevant policies have not yet been fully implemented Although China has issued a number of sports industry policy, but because has been affected by the "national system" thinking mode and restrictions, there are some local governments on the policy implementation and policy management implementation does not reach the designated position, not according to the local actual situation, adjust measures to local conditions to adjust and improve. For sports industry management, too harsh or too loose polarization situation, which to a certain extent weakened the Chinese positive policy guide utility, also to a certain extent, hit the social sports goods production enterprises and individuals to participate in the sports industry management and management, affect the enterprise industry digital development efficiency. In addition, due to some laws and regulations update and there are obvious differences between technology update, lead to the higher level of science and technology in China sports products, not relatively perfect and scientific standards and norms, there are some disorderly competition phenomenon, not only cannot promote the digital development of the sports industry, also affected the normal development of the sports industry.

2.2 The construction of new infrastructure is not complete enough

In the context of the digital economy era, various emerging technologies emerge one after another. But China has seized the development opportunities of this era and achieved a technological reversal in cloud computing,

5G application and artificial intelligence. Both in residents' life and actual production, great changes have taken place under the influence of digital technology. Single for sports industry development, although the digital development has become the consensus of the development of the sports industry, but due to the new infrastructure based on digital technology is imperfect, sports industry digital development rate is difficult to ascend, and the cause of the phenomenon mainly has the following two aspects: one is that the digital new infrastructure is still in the groping and perfect stage, on the digital infrastructure transformation, China has no reference target, everything is in constantly groping, before the basis of forming a set of perfect operation system, the construction speed cannot too fast, lest due to the wrong direction and affect the subsequent digital infrastructure. Second, the new digital infrastructure has the problem of unbalanced investment efficiency and income potential. Digital new infrastructure is convenient, efficient advantages, but its investment is traditional infrastructure several times even ten times, and due to the specific return is still in the exploration and mining stage, lead to investment and returns disproportionate, so that a lot of people, and affect the digital development process of the sports industry.

3. CONSTRUCTION OF THE DIGITAL DEVELOPMENT MODE OF THE SPORTS INDUSTRY

3.1 Improve the digital management mode of the sports industry

For the digital reform of sports industry, it is not only a breakthrough in technology and production, but also needs

to have a matching management mode. At present, we should constantly explore new management mode on the basis of technological innovation, so as to adapt to the great changes brought about by the digital era. The specific implementation methods are as follows: First, an effective cooperation mode should be formed between the government and enterprises, and the government should constantly strengthen the efficiency of its management, guide enterprises to carry out targeted management reform, and make full use of big data and artificial intelligence technology for production collaborative management, so as to realize the overall improvement of the production management functions of enterprises. Second, we should comprehensively improve the digital sports industry information security guarantee mechanism, and build a more perfect information security management system. Enterprises should increase the capital investment in the data network, introduce high-quality equipment and technology, and escort the digital reform of the industry. On this basis, the government should timely improve the laws and regulations related to big data, so as to promote the whole industry to develop in a more healthy, safe and efficient direction.

3.2 Focus on the training of digital talents in the sports industry

In order to effectively promote the digital development of sports industrialization, the country should improve the digital talent training mode of the sports industry, and actively cultivate more talents that can meet the current digital reform and development of the sports industry. The specific implementation methods are as follows: First, we should increase the publicity of the aspects of the digital reform of the sports industry, so that people can realize the development prospects of the industry and attract more outstanding talents to join the process of the digital reform of the sports industry. Second, we should add relevant professional content to college education, or add professional courses related to the digital development of the sports industry in the original teaching mode, so as to consciously guide the ability development direction of relevant talents from the very beginning, so as to ensure the sustainable development of the digital development of the sports industry. Third, we should comprehensively deepen the school-enterprise cooperation model. The government should introduce some favorable policies to encourage some higher physical education colleges and universities to strengthen the in-depth cooperation with some domestic and foreign sports enterprises and digital enterprises in talent training. For example, targeted joint talent training can be carried out by setting up a sports industry digital development practice demonstration base. In addition to can use the network teaching methods, can also invite some sports enterprises and digital enterprise executives to concurrent teachers in colleges and universities, can also appoint teachers to sports enterprises and digital enterprises, academic, communication, to, facing the global sports, education and business conduct a comprehensive introduction of sports industry digital high-end talent.

3.3 Create a digital and shared service mode of sports industry

In the building of the digitalization and sharing service mode of the sports industry, the advantages of the digital network informatization can be fully used to carry out the sharing service of sports information. The specific implementation methods are as follows: First, QQ, wechat and other social software can be used to provide some sports information resources push services for the public. Second, we can take advantage of the advantages of digital network information, through the network hard disk as the virtual storage space on the Internet, to carry out the sports industry network virtual storage sharing services. Third, we can use the form of mutual network meetings to carry out shared interactive services for users, sports knowledge learning and discussion. Fourth, we can broadcast some sports video resources online through the Internet or broadcast them in the form of live broadcast, and create the digital sharing mode of the sports industry through a variety of ways, so as to comprehensively promote the rapid and healthy development of the sports industry.

3.4 Application of deep mining digital technology

With the comprehensive development of digital network information, we need to dig into the application of digital technology in the development of sports industry. Specific implementation methods are: one is, can through the use of digital, technology combined with the characteristics of all kinds of sports, before sports broadcast, can in sports history, rules, and skills, some explanation or can use virtualization, way, to attract more audience, pay attention to events, and lock good event time. Second, after the broadcast, through some popular sports stars, open online interaction and communication, can be sharing sports experience, sports methods or sports emotion, sports, feelings and sports dreams, etc., to create a new digital "sports + entertainment" type of new sports industry business. Third, we can use digital technology to promote the intelligence and scene of sports consumption. Such as through some important influence of sports events and iconic sports activities or sports anniversary, in some large and medium-sized sports venues, set up different sports development theme and different types of sports participation in the scene, and through the use of digital AR, VR technology, to improve people in sports interaction and scene experience. Fourth, the current 5G Internet and other technologies can be combined to fully enable people to carry out multi-screen sports information and interaction, such as allowing consumers to share and spread, so as to improve the scene traffic conversion rate and user stickiness.

4. CONCLUSION

To sum up, under the background of the continuous development of the digital economy era, attaches great importance to the digital development of sports industry is very necessary, national, local governments and related enterprises, should seize the opportunity of the development of digital sports industry, according to the actual reform of the correlation problems, to take its corresponding measures to governance, to effectively promote the sports industry and digital economy, and

according to the market development needs and Chinese residents health foundation will, further implement the implementation of the relevant optimization policy. In addition, the country should also by speed up the process of digital infrastructure, constantly to improve the sports industry digital management mode, build perfect digital sports industry development chain, comprehensively promote the sports industry digital mode innovation, in order to meet the Chinese people diversified sports service demand, promote the development of the digital age sports industry of high quality.

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Strategic Thinking on Improving the Development Level of Rural Agricultural Economy

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Abstract: In our country, because of the need of economic development, the rural area economic development plays a pivotal position in the national economy. the development of rural agricultural economy will have a significant impact on national economic development. However, there are still many problems in the development of agricultural economy in rural areas, which become the bottleneck restricting its development. Therefore, according to the current situation, the paper deeply analyzes and discusses the problems in the development of rural agricultural economy, and provides some feasible countermeasures on how to promote the development of rural agricultural economy. In order to improve agricultural economic benefits, increase farmers' income

Keywords: Rural area; Agricultural economic development; Level; Strategy; Think

1. CURRENT SITUATION OF AGRICULTURAL ECONOMIC MANAGEMENT

In recent years, due to the deepening of rural development and reform, the rural economic governance system is gradually being established. However, there are still some problems to be solved in the process of development.

At present, the main problems in the development of rural economy are the imperfect setting of rural economic management institutions, the lack of effective and perfect economic management system and professional agricultural management personnel, which seriously affect the development of our rural agricultural economy. At the same time, because our agricultural management system development is at a backward stage compared to the developed countries, it leads to the greater difficulty in reforming and innovating traditional agriculture. At the same time, because of the uneven level of farmers' culture, the development of our rural agricultural economy has some limitations. Therefore, in the new period, we need to further improve our rural economic management system, raise our farmers' cultural level and increase the number of rural economic management personnel, so as to promote our rural economy healthy and fast development [1].

2. STRATEGIES FOR IMPROVING THE DEVELOPMENT LEVEL OF RURAL AGRICULTURAL ECONOMY

2.1 We will improve the overall quality of farmers and develop and strengthen their ranks

If we want to accelerate the development of agricultural economy, we must vigorously promote the comprehensive quality of farmers. In the new era, farmers occupy the main position in our economic industry, but farmers' comprehensive quality is at a relatively low level. To improve farmers' comprehensive quality, farmers' education and training should be strengthened to form a correct outlook on life, values, world view, talent view, development view, so as to provide strong support for farmers' all-round development. At the same time, the government should also vigorously develop all kinds of training institutions for farmers' automatic and quality, so that farmers can better acquire practical knowledge while receiving training. Farmers are required to constantly learn in the production process, and constantly improve their product quality and life concept. At the same time, college graduates should be strongly supported to carry out independent innovation in rural areas to provide more intellectual support for the cause of rural revitalization [2]. Financially, we should increase investment in agriculture, countryside and farmers. At the same time, we should also pay attention to the support of rural agricultural economy, effectively solve various problems faced by farmers, to improve the comprehensive quality of farmers and ideas as the starting point to develop and strengthen the team of farmers.

2.2 Strengthen infrastructure construction and promote rural agricultural economic development

To promote our agricultural development, we need to increase investment in infrastructure. In the process of strengthening infrastructure, attention should be paid to the following issues:

First, the government should increase support for rural infrastructure construction. In the new period, governments at all levels should work out a perfect rural agricultural infrastructure construction plan according to the actual local conditions, take practical and effective measures to vigorously promote the construction of rural agricultural infrastructure, and give preferential support in terms of funds. Only in this way can we promote the development of local rural agricultural economy.

In the process of rural agricultural economic development, we should gradually increase the investment in rural infrastructure, and give certain support and help in funds, so as to promote the further development of rural agricultural economy. With the

support of funds, investment and support for agricultural machinery and tools can be appropriately increased, so that they can be better used and popularized, so as to effectively enhance farmers' productivity, improve agricultural production and increase income.

2.3 Promote agricultural industrialization and realize structural adjustment of agricultural production

Agricultural industrialization is an inevitable trend of agricultural development and an important means of realizing agricultural development in rural areas. Accelerating agricultural industrialization can promote the transformation of agriculture, promote the standardization of agricultural production, and carry out deep processing of agricultural products, which will increase the added value of agricultural products and increase farmers' income. In the new period, in order to promote the process of agricultural industrialization effectively, we must support a group of large, efficient agricultural industrialization leading enterprises vigorously, to promote the development of our rural economy to provide strong support. In addition, it is necessary to strengthen support for specialized farmer cooperatives. By constantly improving and perfecting related contents of cooperative organizations, specialized farmer cooperatives will play an important role in promoting the development of agricultural industry and increasing farmers' income. At the same time, we should strengthen the construction and perfection of rural land transfer market, so as to standardize the operation of rural land transfer market and enhance the happiness of farmers.

2.4 Improving the agricultural science and technology innovation system and promoting the progress of agricultural science and technology

Compared with other developed countries, the development level of Chinese agricultural technology is comparatively backward, while the overall quality of agricultural technicians is not high. These problems restrict the progress and development of Chinese agricultural technology to a great extent. Therefore, our country should vigorously train agricultural scientific research technicians, strengthen the training of agricultural scientific research personnel, and enhance the professional technical level of agricultural scientific research personnel. At the same time, it is necessary to provide sufficient funding and protection for agricultural scientific research, improve the environment and conditions of scientific research work, and actively introduce advanced technology and equipment at home and abroad, so as to provide strong support for the development of agricultural science and technology. In addition, we should strengthen the training of agricultural technical extension personnel, improve their innovative ability in the actual work, at the same time, we should make full use of network and other modern means, pay attention to the promotion of farmers' production technology, and further promote the overall economic development of rural areas in our country.

2.5 Establish a sound market system and improve the market competitiveness of agricultural products

To improve the market competitiveness of agricultural products, it is necessary to establish a sound and perfect market system, and actively guide farmers to follow the road of standardized production. First of all, we should establish and improve the quality testing system of agricultural products in rural areas. We should work out a scientific and reasonable quality testing system of agricultural products based on the local actual situation. Secondly, we should strengthen the popularization and application of agricultural product quality testing technology, adopt advanced agricultural quality testing equipment, and improve the testing technology level. Thirdly, we should strengthen the management and support of agricultural product processing enterprises. According to the specific conditions of agricultural products in different regions, agricultural product processing enterprises conforming to local characteristics are selected, and certain preferential policies and financial subsidies are given to support. At the same time, we will actively guide farmers to follow the path of standardized production and encourage enterprises to formulate and strictly implement enterprise standards in accordance with relevant state regulations. At the same time, a special agricultural product market management department can be set up to strengthen the timely solution and treatment of various problems in the process of market development. In short, we should effectively promote the rapid development of rural agricultural economy through the above measures.

3. CONCLUSION

The rural agricultural economy plays a decisive role to the development of our national economy. At present, our country is constantly reforming, in order to better promote the growth of rural agricultural economy, the government should give more preferential policies to support the production and construction of rural agriculture, and improve the enthusiasm of farmers to produce agricultural products. At the same time, it is necessary to improve agricultural infrastructure construction, promote land circulation and other measures to further improve rural agricultural economic level and farmers' living standards, further improve farmers' income, and promote rural agricultural economy to develop well and quickly.

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Research On the Application and Related Problems of Financial Project Management In Enterprise Management

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Abstract: Our socialist economy is developing fast; it is a development form of globalization. In this way, as the main support for promoting economic development of our country, different types of enterprises should keep up with the pace of development of the Times. Especially for enterprises in the financial field, the financial industry will directly relate to various aspects of social production. To rapidly link up with international development, enterprises should strengthen innovative management mode and integrate financial project management into their management work. Become an important part of the enterprise management system. Based on this, this paper introduces the financial project management, carefully analyzes the various problems of the financial project management in the enterprise operation and management, and timely puts forward the corresponding optimization measures, hoping to provide reference for practitioners.

Keywords: Business management: Financial project management: Application: Problem

1. INTRODUCTION

In order to achieve rapid and stable development, enterprises should timely explore new development paths according to the current development status and adopt scientific and reasonable financial methods to provide more financial services for enterprises. With the development and progress of the Times, under the influence of the global economy, finance has gradually penetrated into all aspects of life. The country needs to use different methods to promote economic growth. Some people even pay attention to stocks in real time and fully realize the importance of finance. In reality, finance itself is a rare resource and plays an allocation role in society by providing platforms and opportunities for the realization of financing.

2. THE PROBLEMS OF FINANCIAL PROJECT MANAGEMENT IN ENTERPRISE OPERATION AND MANAGEMENT

2.1 The recovery of funds is not in place

In the process of daily production and business activities, enterprises must have sufficient working capital to ensure the stable operation of enterprises, so as to ensure the stable development of enterprises. However, it is found that there are many problems in fund recovery in specific work, so how to improve the current situation of fund recovery is very important [1], and relevant personnel are strictly required to carefully analyze

various factors hidden in fund recovery. Due to the new era, the economic market develops rapidly, and there is a substantial gap between the market environment of different types of enterprises, most of which develop in the direction of diversification. But in today's rapid economic growth, business projects also have a corresponding adjustment. Especially in the case of continuous investment of funds, the lack of implementation of credit risk assessment system for debt companies, coupled with the lack of knowledge of the flow of funds, it is impossible to ensure that enterprises can improve the efficiency of capital recovery within the specified time.

2.2 Over-reliance on bank lending

Enterprises can adopt financial management to promote the absorption of funds. Most of them obtain funds through existing funds, financial financing project funds and bank loans, which become an important way for enterprises to obtain funds. From the perspective of current enterprise funds absorption, it is found that most enterprises usually take bank loans as the main means to obtain large amounts of funds, and over-rely on bank loans. Although funds can be raised through banks to provide sufficient financial support for enterprises for a short time, in some cases, the speed of operation of enterprises is severely hindered, stable operation of enterprises cannot be guaranteed, and even financial risks are increased in daily operation, resulting in huge economic losses.

2.3 The financial capital structure is not sound

When enterprises carry out the construction of financial capital structure, most of them take the current economic system as the basis. Once faced with various problems, they can find solutions to reduce the impact of operation. But at the present stage, the enterprise capital structure construction actual condition found that most enterprises do not combine their actual situation to analyze and discuss the social economic system, so that the enterprise structure has many shortcomings in all aspects. From the perspective of Chinese enterprises' loan operation mode, the application of a new part of funds in the loan business to non-operational projects seriously threatens the stability of the enterprise's asset structure, damages the overall economic interests of the enterprise, and brings disadvantages to various subsequent business activities [2].

3. THE APPLICATION OF FINANCIAL PROJECT MANAGEMENT IN ENTERPRISE MANAGEMENT

3.1 Expand financing channels and diversify financing structure

For enterprises, banks and government departments, they try to build an online information sharing platform, on which enterprises can timely release financing information, and banks can adjust the financing process through the network. Then the government departments will issue relevant laws, regulations and policies simultaneously to strictly supervise the financing projects of banks and enterprises and avoid financial problems. In addition, enterprises, other relevant financial institutions and government departments jointly build an Internet platform and use the Internet to expand diversified financing business, which not only shows the "Internet +" operation mode actively advocated by China, but also highlights the rapid progress of China's science, technology and social fields. Nowadays, in order to keep pace with the Times, the financial industry is gradually approaching the direction of the Internet, using information technology to reasonably establish a network information platform, explore new ways for the smooth development of financing business, and build a comprehensive financing structure.

3.2 Doing a good job in budgeting and ensuring compliance with laws and regulations

For the enterprise budget work, the specific is the key content before the formal implementation of the business projects of the enterprise, and the quality of the budget will be directly related to the progress of the follow-up implementation of the enterprise, so for the enterprise, the need to devote attention to the enterprise budget preparation work. First of all, before carrying out the budget work, we must do a good job of rigorous investigation and research work, arrange professional on-site investigation and evidence collection, shall not appear perfunctory, sloppy and other behaviors, once the occurrence of personal responsibility. At the same time, the enterprise set up a special investigation team to collect, analyze and integrate various resources to ensure reliable quality. Secondly, carefully observe the budget statement, without unified discussion or department approval can not tamper with the content. As the report relates to many complex contents, once the content of a certain link is changed, it is very likely to affect the subsequent links, and it is very likely to have an adverse effect on the project progress. In addition, the prepared statements should be arranged for professional personnel to carry out unified discussion for specific preparation, if modified, also need to be jointly discussed by the relevant person in charge of a unanimous decision. In addition, the enterprise fully implements the supervision and management work, for negative attitude, low work efficiency of the staff, immediately make corresponding punishment,

unforgivable. When carrying out the budget marking work, in order to ensure fairness and justice, strictly screen the budgeting staff, only with high professional quality and ability to be competent. Finally, when you prepare your budget statement, make it as detailed as possible to ensure that all departments are involved.

3.3 Giving full play to the functions of professional departments

To train financial professional team as the starting point, scientific establishment of professional financial management departments, specifically refers to the enterprise to use financial project management to expand development ideas. Under the support of the financial management department, it conscientiously carries out overall management of the financial and human resources of the enterprise and greatly improves the management level and quality. Therefore, it is particularly important to establish a financial management department. It not only ensures the work quality of the department staff, but also promotes the smooth progress of various works of the financial management department [3].

4. CONCLUSION

According to the above explanation, it is found that for an enterprise, in order to win success in the background of economic development, it should be skilled in the management of financial projects and realize the integration with the current economic and social development. But for the current financial project managers, how to contact with the actual development of the enterprise is particularly important. Based on the current situation and methods of enterprises, this paper makes a comprehensive analysis of how enterprises improve the level and quality of financial project management, hoping to create a good prospect for the development of enterprises and lay a solid foundation.

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Strategies For Improving Classroom Leadership of College Teachers

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Abstract: According to the actual situation, the classroom leadership of college teachers themselves is one of the main factors affecting the efficiency and quality of their classroom teaching activities. Therefore, college teachers need to correctly recognize the value of their classroom leadership, and improve their classroom leadership to further ensure the effect of students' learning activities. Based on this, this paper carries out an in-depth exploration on the strategies for improving classroom leadership of college teachers, hoping to play a certain role in the development of relevant work.

Keywords: Colleges and universities; Teachers; Classroom leadership

1. INTRODUCTION

With the modernization of college education, the classroom teaching reform has more and more obvious value in college teaching reform. Therefore, if colleges and universities want to further achieve their own teaching reform goals, they need to carry out the classroom teaching reform. Combined with the actual situation, in the current society, teachers' innovation of teaching ideas and methods will have a very direct impact on the reform of college classroom teaching. Therefore, college teachers need to improve their classroom leadership on the basis of scientific implementation of the student-oriented concept, so as to effectively innovate the classroom teaching mode and provide more adequate guarantee for the improvement of students' learning enthusiasm and the realization of the goal of college teaching reform.

2. PRINCIPLES OF CLASSROOM LEADERSHIP IMPROVEMENT FOR COLLEGE TEACHERS

According to the in-depth analysis of the principles of classroom leadership promotion of college teachers, it can be found that the specific contents can be divided into the following aspects: 1. Do a good job in the reservation of students' self-management space. In the teaching work of colleges and universities, teachers' classroom leadership essentially belongs to teachers' non-compulsory leading activities for students, as well as their own guiding responsibilities in classroom teaching. Therefore, teachers' classroom leadership is a complex composed of multiple elements. It usually involves a variety of factors such as teachers' own professional ability level, knowledge quality, thought and emotion. Therefore, it is quite different from the simple student management. Therefore, when teachers improve their classroom leadership, they should effectively avoid the negative problems caused by teachers' unilateral management of students by

scientifically reserving self-management space for students, and encourage students to actively participate in classroom teaching activities under the guidance of teachers, so as to strengthen teachers' classroom leadership. 2. Take the cultivation of students' ability as the core of their own classroom leadership improvement. Under the current social background, the traditional knowledge infusing classroom teaching activities gradually cannot meet the comprehensive development needs of students, which makes the cultivation of ability will have a more direct impact on the practical ability and professional knowledge application ability of college students. Therefore, teachers should pay attention to the cultivation of students' ability comprehensively when improving their classroom leadership, and implement the classroom design work based on the improvement of students' ability. Thus, in the process of effectively changing the classroom teaching mode, students' dominant position in the classroom should be fully highlighted. Moreover, a solid foundation has been laid for the implementation of bread-based philosophy in college classrooms and the improvement of teachers' classroom leadership [1].

3. STRATEGIES FOR IMPROVING CLASSROOM LEADERSHIP OF COLLEGE TEACHERS

3.1 Teachers do a good job of self-improvement

Teachers' self-promotion is the basis of their classroom leadership. To this end, teachers need to carry out the following work to continuously improve themselves: 1. College teachers should first do a good job in the promotion of their own professional and teaching ability, and improve their own knowledge structure system, so as to comprehensively help students solve their own problems in classroom learning. In this process, teachers need to conduct a comprehensive analysis of the subject they teach, and actively change their own inherent cognition of the subject teaching work, so as to effectively improve the flexibility of classroom teaching, provide more adequate guarantee for the improvement of students' thinking ability and learning ability, and make students feel the improvement of their own teaching level. From the perspective of schools, colleges and universities need to carry out professional training for teachers to strengthen their teaching level and classroom organization ability, so as to ensure that teachers' classroom leadership can be improved. In addition, colleges and universities should, on the basis of their own actual conditions, organize and carry out cooperation and exchange activities among teachers inside and outside the school to provide a platform for

teachers to share teaching experience and enable them to learn from each other in the process of cooperation and exchange, so as to lay a solid foundation for the improvement of teachers' classroom leadership. 2. College teachers also need to improve their own morals and qualities, so as to adhere to the principles of teachers in the process of effectively dealing with bad ideas, so as to set a good example for the growth and development of students, and ensure that students can voluntarily accept the leadership and management of teachers under the influence of their personal charm, so as to further strengthen teachers' classroom leadership. Finally, college teachers can improve their classroom teaching ability essentially by reflecting on and summarizing classroom teaching, and fully highlight their role model power in students' learning process, so that students can make continuous progress under the leadership of teachers [2].

3.2 Innovating classroom teaching concepts

In combination with the actual situation, the college classroom essentially belongs to an organic whole, therefore, teachers need to improve the diversity of classroom teaching mode based on the actual situation of students. Secondly, teachers need to conduct in-depth analysis of the application needs of talents in today's society, and do a good job in the construction of modern and open classroom teaching environment, so as to ensure that students can carry out more efficient learning activities under their own scientific leadership. In this process, college teachers can improve their classroom leadership with the help of the comprehensive application of information technology system. When using the information technology system to carry out classroom teaching activities, teachers can comprehensively supervise the development of students' learning activities through the reasonable application of apps such as Dingding, and improve the utilization efficiency of students' learning time through guidance, so as to effectively deal with the restrictive factors such as time and space existing in the traditional teaching model. In addition, teachers can also guide students to carry out independent learning activities by publishing teaching tasks on the information platform, and upload the results of independent learning activities to the

information platform. In this case, teachers can make PPT uploaded by students to share in class before implementing classroom teaching activities [3]. In general, the comprehensive application of information technology system can help teachers in colleges and universities to make effective innovations in terms of classroom teaching concepts, and bring more abundant teaching modes for their classroom teaching activities, so as to bring closer the management between teachers and students in the process of fully conforming to the current learning interests and needs of students. Thus, students can have an in-depth understanding of teachers in classroom learning activities, and feel the authority and ability of teachers personally, and finally lay a more solid foundation for the improvement of teachers' classroom leadership.

4. CONCLUSION

To sum up, in the stage of college education, the improvement of teachers' classroom leadership essentially refers to the improvement of teachers' teaching level and the construction of teaching quality. Considering the actual situation, if college teachers want to improve their own classroom leadership, they need to optimize and innovate the college classroom teaching model in the process of continuous learning, and take the cultivation of students' ability as the core of classroom teaching, so as to comprehensively improve their own classroom leadership. To provide more adequate guarantee for the improvement of students' comprehensive ability and accomplishment.

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Research And Practice of Mixed Teaching Mode Of "Project Leading" In Financial and Economics Professional Group from the Perspective Of "Three Teaching" Reform

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Abstract: In the traditional teaching mode of finance and economics professional group in higher vocational colleges, teachers are the main body of teaching activities, teaching theoretical points and demonstrating practical operation, and students are basically just listeners. This limits students' divergent thinking and critical thinking, and does not benefit from the formation and development of their professional quality, ideological and political quality, traditional cultural knowledge and innovation and entrepreneurial ability. This article is based on "vocational education 20", on the premise of teaching material, teaching method as the leading factor, teachers to support, summarize higher vocational colleges financial professional group "project cross collar" hybrid teaching mode reform of different style paradigm and implementation path, build "three teaching" information teaching ecological environment, cultivate innovative high-quality technical skills personnel.

Keywords: "Three education" reform; Finance and economics major; Project practice; Mixed teaching

1. INTRODUCTION

The 13th Five-Year Plan for the Development of National Education (No. 4, 2017) and the Implementation Plan for National Vocational Education Reform (No. 4, 2019, Hereinafter referred to as "20 Articles of Vocational Education") put forward that China's education cause "to promote the modernization of education with education informatization", vocational education "pay close attention to teachers, teaching materials, teaching methods, Information construction and other educational standards", the Opinions of the Ministry of Education and the Ministry of Finance on the Implementation of the Construction Plan of High-level Higher Vocational Schools and Majors with Chinese Characteristics (No. 5, 2019) pointed out that "to build a high-level and structured teaching innovation team for teachers, Exploring the modular teaching mode of teachers' division of labor and cooperation, Deepening the reform of teaching materials and teaching methods, Promote the classroom revolution.". Therefore, teachers, teaching materials, teaching methods "three teaching" information reform is a key, is also a difficult point, the urgent need for a "breakthrough".

2. INFORMATIZATION REFORM OF TEACHING MATERIALS (INCLUDING COURSES)

2.1 Build the reform matrix of the mixed teaching mode of "project implementation" of the professional group
The curriculum system of financial and economic professional groups is systematically sorted out, and summarized into "basic courses of professional groups", "professional platform courses" and "professional group expansion courses". According to the characteristics of the course, with "project" as the teaching unit, the reform paradigm of "process", "application" and "classified" three integrated project teaching mode and mixed teaching mode is condensed. For example, the course of Enterprise Operation and Management Sand Table is reconstructed according to the business process of enterprise operation and management, and the course of Financial Statement Analysis is reconstructed according to the application of financial statement items; and the course of Insurance Practice is classified reconstructed according to the insurance category of insurance (operation).

2.2 The construction of "pre-class-during-after class" three-step new leaflet and work manual textbooks
Within the financial professional group, according to the professional field, led by backbone teachers, introducing industry professor, establish collaborative innovation team, colleges "dual" cooperative development "project penetration", online+offline to meet the demand of hybrid teaching new loose type (such as classified courses), work manual materials (such as process and application course), promote the course content and professional standard docking, teaching process and production process.

2.3 Construction of fragmented three-dimensional course resources with three layers of "project-task-knowledge point"

From the reform matrix of mixed teaching mode of "project implementation" of professional group, Select courses for further research on the implementation path of "project implementation" mixed teaching mode, With the "project" as the teaching unit, Break the fragmentation of course resources according to the three levels of "project-task-knowledge", Supported by China MOOCs, smart vocational education, superior MOOCs and other well-known domestic information curriculum platforms, For each knowledge point, design the

online+offline teaching process according to the "ten rings" (i. e., "the ten rings follow in"), "Five yuan in one", In addition to the design of the necessary teaching content, such as theoretical knowledge, practical skills and professional quality, According to the course features, Design of ideological, political and traditional culture and teaching content, Build three-dimensional course resources such as high-quality online open courses, high-quality resource sharing courses, and continuing education (digital) courses that are closely integrated with science and reality.

3. INFORMATIZATION REFORM OF TEACHING LAW PARADIGM

3.1 Teaching mode reform

Innovation under the condition of existing informatization project and hybrid teaching mode, online and offline mixed teaching, give full play to the advantages of project type teaching method, based on the "project" course resources knowledge of fragmented design (see figure 4), through the class "task" release "video" "online" and "after class" homework "" second class "and" learning feedback "online link and class" ideological moment (including traditional culture) "" answer discussion "" teaching case "" training " offline link, complete project type teaching mode and mixed teaching method. Of course, the division between online and offline teaching links is not fixed, but has professional flexibility. For example, the "second classroom" can also adopt offline teaching methods.

3.2 Teaching method innovation

Adhere to the student-centered, do teaching in accordance with their aptitude. Focus on students personalized growth, in the offline teaching, actively use heuristic, inquiry, discussion, participatory teaching methods, explore the "action" teaching method, innovative case teaching, situational teaching, work process teaching, two-way teaching, classroom teaching methods, encourage each teacher according to the course of process, application and classification characteristics, form a unique teaching style.

3.3 Improvement of teaching methods

At present, the financial group of the theoretical knowledge and practical operation of separation, therefore, design, construction and application of real integration classroom, meet the needs of theoretical knowledge and synchronous field practice, development of multiple courses real listed company teaching case and imitation real training resources, achieve "right fit".

4. INFORMATIZATION REFORM OF THE TEACHER TEAM

In the information reform of "three teaching", teachers are the main body of implementation, and should have noble moral sentiment, information teaching ability, solid professional knowledge and superb practical skills, which are the key factors for the success of the "three teaching" reform.

4.1 School-enterprise co-education of double teachers and 1+X certificate trainers

Docking the pilot of 1+X certificate system and vocational education teaching reform, explore and build the construction of "double teacher" teacher training base with industry leaders such as Zhonglian Group Education Technology Co., Ltd.; improve the ability of the teacher team to implement the reform of "project penetration" mixed teaching mode, and realize the basic goal of both team members and 1+X certificate trainer.

4.2 Famous teachers lead to build a team of high-quality professional teachers

Taking the opportunity of the "project leading" mixed teaching mode to promote the information reform of "three education", we invite enterprises to deeply participate in teacher capacity building and resource allocation, implement the team project responsibility system, promote the construction of master studio, master studio of vocational skills and Huang Dalian teaching team, and create vocational teachers in the new era.

4.3 Skill competition stimulates teachers' initiative in information reform

In order to promote the information reform of "three teaching", the incentive mechanism of teachers' information skills competition is designed, and qualified teachers are cultivated to actively participate in the "College Teachers Teaching Competition" and "Vocational College Teaching Ability Competition", etc., taking the competition as an opportunity to enhance the initiative of teachers to actively participate in the information competition.

4.4 School-school cooperation to establish a long-term teacher cooperation and exchange mechanism

"The ruler is strong, but the inch is short". In the process of "three teaching" informatization reform, teachers of finance and economics majors in different colleges and universities should break the school limitation, establish a long-term cooperation and exchange mechanism, regularly share the results of informatization teaching reform, and realize the improvement of teachers' informatization level in a certain region or a certain province.

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Reform And Innovation of Practical Teaching Mode of Ideological and Political Course in Higher Vocational Colleges from the Perspective of Ideological and Political Science

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Abstract: With the development of ideological and political education, higher vocational colleges should pay attention to the innovation of ideological and political teaching mode, formulate targeted teaching strategies, so as to encourage students to enrich their ideological and political knowledge, so as to improve their ideological and moral cultivation. In this regard, higher vocational colleges should pay attention to reform the practical teaching mode of ideological and political courses, ensure that classroom teaching is more targeted, and provide strong support for promoting the development of ideological and political courses teaching in higher vocational colleges. This paper will discuss the reform and innovation of practical teaching mode of ideological and political course in higher vocational colleges.

Keywords: Ideological and political perspective; Higher vocational ideological and political courses; Practical teaching model; Innovation and reform

1. INTRODUCTION

Ideological and political courses in higher vocational colleges need to adhere to the idea of cultivating virtues and talents, and formulate targeted teaching strategies by analyzing students' individual differences, so as to ensure that students can achieve all-round development of morality, intelligence, physical fitness, beauty and labor, and lay a solid foundation for entering the society in the future. Due to the limitation of traditional teaching mode, the teaching mode of ideological and political courses in higher vocational colleges is no longer suitable for the current teaching field. In order to better cope with the development of the Times, it is necessary to timely innovate the teaching mode and strengthen the practice of the teaching mode, so as to formulate scientific and reasonable teaching plans and realize the effective improvement of students' personal quality and ability.

2. CURRENT SITUATION OF PRACTICAL TEACHING OF IDEOLOGICAL AND POLITICAL COURSES IN HIGHER VOCATIONAL COLLEGES

The purpose of ideological and political courses is to guide students' ideological consciousness, cultivate students' values through ideological and political education, and encourage students to improve their moral cultivation on the basis of mastering learning

knowledge, so as to establish a correct outlook on life and values. From the current situation of practical teaching of ideological and political courses in higher vocational colleges, some teachers have more traditional education concepts and have not made innovations in practical teaching, resulting in a boring classroom teaching atmosphere, which is difficult to stimulate students' interest in learning ideological and political knowledge. To this end, this paper will explore the following points:

2.1 Teaching content mechanization

As the focus of the whole classroom teaching, the diversity of teaching content is of great significance. If the quality of teaching content cannot be guaranteed, it will affect the effect of subsequent ideological and political courses. From the current point of view, the teaching content of many higher vocational colleges presents the characteristics of mechanization, which can not effectively mobilize the enthusiasm of students to learn, and also can not reach the goal of training talents of higher vocational colleges, which leads to the decline of classroom teaching quality. There are many factors that cause the mechanical teaching content, such as the insufficient modernization of the guidelines of higher vocational education and the failure of teachers to consider the individual differences of students, so as to fully implement the guiding role [1].

2.2 Ignoring the principal position of students

As the main body of classroom teaching, students need to have the enthusiasm to learn, and teachers should also be clear about the individual differences of students, to develop teaching programs that meet the learning needs of students, so as to promote the smooth development of classroom teaching. But from the current point of view, many vocational teachers do not pay attention to the principal position of students, in the actual teaching process ignore the communication between students, which leads to the deviation of students' thoughts, easy to produce a lot of teaching problems.

2.3 Insufficient teaching resources

For the ideological and political classroom teaching in higher vocational colleges, teaching resources are the basis of the whole classroom teaching, through the integration of teaching resources to carry out classroom teaching work, help to play the role of teaching practice, so as to improve students' ideological and political discipline quality. At the present stage, classroom

teaching has the problem of insufficient teaching resources and the lack of effective communication between various departments, which leads to the adverse impact on the whole teaching work and the failure to promote the current teaching reform [2].

3. REFORM AND INNOVATION OF PRACTICAL TEACHING MODE OF IDEOLOGICAL AND POLITICAL COURSE IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF IDEOLOGICAL AND POLITICAL SCIENCE

In view of the problems existing in the practical teaching of ideological and political courses in higher vocational colleges, it is necessary to formulate reform strategies based on the actual teaching situation, constantly innovate the teaching mode of ideological and political courses, and strengthen the communication and exchange between students to ensure that a good relationship between teachers and students can be established, so as to clarify the principal position of students and promote students to establish confidence in learning ideological and political knowledge. To this end, this paper will put forward the following reform and innovation strategies:

3.1 Innovative teaching content and form

For the teachers of ideological and political courses in higher vocational colleges, it is an important task to innovate the teaching form. They should innovate the teaching mode of ideological and political courses from a broad ideological and political perspective, so that students can feel the diversified content of ideological and political teaching, so as to enhance their interest in learning ideological and political knowledge. Through the use of systematic and hierarchical teaching methods, it is helpful to achieve all-round education, so that students can participate in the classroom teaching work independently, so as to master the initiative of learning. As the content of ideological and political teaching is relatively complex, in order to ensure the quality of classroom teaching, ideological and political teachers should constantly innovate the content and form of teaching, strengthen the connection between various disciplines and ideological and political subjects, so as to integrate teaching resources, ensure that they can provide strong support for ideological and political teaching, and then implement the optimization of classroom teaching.

3.2 Implementing the concept of people-oriented education

From the perspective of ideological and political science, the reform of practical teaching mode of ideological and political courses in higher vocational colleges needs to implement the people-oriented education concept, and further improve the practicality of ideological and political teaching by clarifying the principal position of students and respecting their differences, which is helpful to meet the diversified learning needs of students. For ideological and political teachers, it is necessary to implement the people-oriented education concept. Therefore, teachers should combine the current

ideological and political teaching conditions, consider students' learning needs for ideological and political knowledge, further clarify the theoretical basis of the ideological and political pattern, and carry out high-quality classroom teaching reform [3].

Because the individual difference of students is obvious, in order to conform to the learning situation of students, vocational college teachers should strengthen the understanding of students, and do a good job of mental health counseling work, provide students with more quality education services, so as to promote students to have a healthy mental state, develop good learning habits, so as to lay a solid foundation for future development.

3.3 Flexible allocation of educational resources

Educational resources are related to the quality of classroom teaching. Flexible allocation of educational resources is conducive to innovating classroom teaching forms, making teaching forms more diversified, helping to stimulate students' learning enthusiasm and meet their learning needs, thus improving the overall quality of classroom teaching. In order to reduce the waste of teaching resources, it is necessary to strengthen the integration of teaching resources and ensure the flexible allocation of educational resources, so as to innovate the forms and means of education, which is helpful to stimulate the enthusiasm of students to participate in, and thus realize the improvement of their own ideological level.

In this regard, ideological and political teachers in higher vocational colleges should set clear teaching objectives, carry out teaching work according to students' learning interests, combine teaching reform with teaching content, provide students with more opportunities to participate in class, so that they can develop independent consciousness of independent learning, which is conducive to improving students' comprehensive quality.

4. CONCLUSION

In the big ideological and political perspective, vocational ideological and political teachers should pay attention to innovative teaching mode, combined with the trend of the development of the Times to adjust the teaching work, to ensure that students can present high-quality classroom teaching, encourage students to develop good learning behavior and habits, so as to seriously participate in ideological and political classroom teaching, to achieve the improvement of their own ideological and political accomplishment. At the same time, ideological and political teachers need to adhere to the people-oriented principle, make full use of ideological and political education resources, and strengthen the links between various disciplines, to ensure that ideological and political education work can be carried out smoothly, to achieve the development goals under the ideological and political perspective, and then train more high-quality talents, to provide strong support for the all-round development of students in the future.

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Factors Influencing College Students' Entrepreneurial Ability and Ways to Improve It

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Abstract: With the development of society, the employment environment of many professional college students is more severe. The state has also introduced a variety of policies to ease the employment pressure of college students. Among various employment approaches and policies, entrepreneurship is called high-quality employment by teachers, which can effectively relieve the employment pressure of current college students. Currently, the government also actively encourages college students to start their own businesses, and has introduced many preferential policies. However, many college students do not dare to start a business due to their lack of entrepreneurial ability, and they often hit a wall in the process of starting a business. Therefore, this paper analyzes the factors affecting the entrepreneurial ability of college students and seeks ways to improve their entrepreneurial ability.

Keywords: College students; Entrepreneurial ability; Employment pressure

1. INTRODUCTION

Entrepreneurship is a very challenging and risky process, which not only requires a large amount of financial support, but also depends on the entrepreneur's various abilities. We often hear the success stories of many entrepreneurs, and we can see that their success is related to their precise grasp of risks and opportunities, and they can integrate the resources around them in the face of crisis. Make good use of your strengths to help you survive the crisis. Therefore, it is very important for college students to improve their entrepreneurial ability if they want to relieve their employment pressure through entrepreneurship. In the process of starting a business, students need to have certain wisdom and courage, as well as financial support. In addition, students lack entrepreneurial experience. The living environment of college students is relatively comfortable, so the lack of social and entrepreneurial experience is very easy to suffer losses at the beginning of the business.

2. FACTORS AFFECTING COLLEGE STUDENTS' ENTREPRENEURIAL ABILITY

2.1 Students' personal factors

Personal factors are important factors affecting the success of students' innovation. Personal factors mainly refer to students' family background, education background, gender, major, etc. For example, in terms of gender, relevant surveys have found that the success rate of male entrepreneurs is higher than that of female entrepreneurs. However, if divided by age, the success rate of male entrepreneurs is higher before the age of 30.

After the age of 30, the success rate of entrepreneurship of women is higher than that of men between the ages of 30 and 40. Moreover, according to relevant data, women are more active in entrepreneurship from the age of college to 40. In terms of educational background, according to the survey, most of the successful entrepreneurs of private enterprises have a high school education, but less college education. In terms of majors, students majoring in management and economics have more advantages, and their major characteristics provide them with great help to start their own businesses. Compared with majors such as engineering and liberal arts, students majoring in economics and management have less advantages. Family background is the main factor affecting students' enthusiasm for entrepreneurship. Students with better family conditions have higher enthusiasm for entrepreneurship than students with ordinary family conditions, because students from wealthy families have less pressure in employment, and their families can also give certain support to start a business.

2.2 Students' personal characteristics

Personal traits refer to a person's thoughts and emotional ways. In the aspect of entrepreneurship of college students, the personal traits that have an impact mainly include self-efficacy, achievement need and endogenous control. Self-efficacy refers to whether students can accurately judge themselves and their ability to analyze themselves in the face of different problems to judge whether they have the ability to complete a certain thing. It can also be explained as the degree of confidence of students to complete a certain thing. Students with a good sense of self-efficacy can accurately analyze themselves, have a certain degree of confidence in the face of challenges, and make a relatively correct judgment in the face of choices. College students often label entrepreneurial activities as personal achievements, so the sense of self-energy efficiency can affect their entrepreneurial intention and entrepreneurial process. Endogenous control is manifested by their willingness to control external things. College student entrepreneurs usually hope that they will not be interfered by external factors when making decisions, and they also want to be able to directly make decisions about some things. Finally, in terms of the need for achievement, college students entrepreneurs will regard their entrepreneurial success as their own achievement and desire to achieve higher achievements. This is a good subconscious drive that makes entrepreneurs not afraid of challenges, which is a necessary personal trait for a successful entrepreneur. If

students do not have these characteristics, then the entrepreneurial enthusiasm of students will be relatively low, and the formation of these characteristics is related to the growth process of students, the surrounding environment, personal personality and other factors.

2.3 Comprehensive quality of entrepreneurship

Overall, it is the various abilities required by college students in the process of starting a business, which determines whether students can successfully start a business. the success rate of students with higher comprehensive quality is often much higher than that of students with lower comprehensive quality. the comprehensive quality of entrepreneurship mainly includes five aspects: entrepreneurial consciousness, entrepreneurial spirit, entrepreneurial knowledge, entrepreneurial ability and entrepreneurial thinking. First of all, entrepreneurial consciousness, entrepreneurial consciousness is the basis for students to start a business, is the cornerstone of determining the success of students to start a business. At present, many students are not entrepreneurial consciousness, many students have not thought of starting a business, and even some students who have thought of starting a business, many of them are hot in the head, and did not pay practical action, but the opportunity is there. Without entrepreneurial awareness, they may miss many entrepreneurial opportunities, such as the popular yellow car and the popular snack box in the dormitory in the past few years. Students with entrepreneurial awareness can find the opportunities in life and seize the opportunities to start a business. Students without entrepreneurial awareness will not grasp the opportunity, even if it is difficult to succeed. the second is the entrepreneurial spirit of college students, the process of entrepreneurship is not easy, often encounter a lot of obstacles, so it requires students to have strong resilience and courage, in the face of difficulties should not always hold a pessimistic attitude, to actively find ways to solve, students should have the spirit of hard work, can bear hardships, dare to fight. At the same time, there is a sense of social responsibility and integrity and other qualities, so that the success of entrepreneurship. the third is entrepreneurship knowledge. Entrepreneurship is not a joke. Students need to systematically learn relevant theoretical knowledge, and starting a business with the support of relevant theoretical knowledge can increase the success rate. Entrepreneurial ability includes many aspects, such as students' communication ability, learning ability, breaking ability and decision-making ability. These abilities are related to students' ability to accurately seize opportunities when facing opportunities, and also reflect whether a student is suitable for entrepreneurship. Finally, the entrepreneurial thinking, which is the students' entrepreneurial thinking, students' planning of their own entrepreneurial process, students' solutions to problems and students' planning of enterprise development, is a necessary ability for students to start a business.

2.4 Entrepreneurial environment

The entrepreneurial environment consists of two aspects. the first is the policy aspect. At present, the state gives strong support to college students and has formulated many preferential policies and related venture capital institutions for students to help them solve many problems on the road to entrepreneurship. According to the demand of policies, universities have set up many theoretical courses on college students' entrepreneurship, laying the relevant theoretical foundation for college students' entrepreneurship. Meanwhile, in the entrepreneurship education of colleges and universities, the cultivation of students' psychological quality and entrepreneurial consciousness has been gradually paid attention to. However, currently, under the influence of traditional education mode, school teachers have no experience in entrepreneurship. the training of students' entrepreneurial ability and entrepreneurial thinking is not enough, so it is difficult for the school to give substantial guidance for students' major. the second is the impact of economic environment. Economic development is brutal. With the emergence of many new enterprises and the bankruptcy of many old enterprises, the international situation is undergoing great changes unseen in a century in terms of the world economy at present. At the same time, there are also many opportunities for students to discover in our economic environment, which provides a good environment for college students to start businesses. the choice of entrepreneurship industry is very important for college students. Before starting a business, we should investigate the market economy, analyze the industry saturation and development space.

3. WAYS TO IMPROVE COLLEGE STUDENTS' ENTREPRENEURIAL ABILITY

3.1 Strengthen the cultivation of students' innovative ability

Innovation and entrepreneurship are two closely linked topics, entrepreneurship cannot be separated from innovation, innovation is the driving force of entrepreneurship, is the key to the success of entrepreneurship, so colleges and universities should pay attention to the cultivation of students' innovation ability, so as to improve students' entrepreneurial ability. Colleges and universities should attach importance to the construction of innovation courses. Although there are many compulsory and optional courses of innovation and entrepreneurship courses in colleges and universities at present, the implementation of these courses is often a mere formality. the professional level of teachers is limited, and many of them are guides and teachers of other specialized courses to take innovation and entrepreneurship related courses. Therefore, colleges and universities should attach importance to curriculum construction, carry out substantive curriculum content, accelerate the education process of students' innovative ability, and integrate innovative thinking into students' college study. Colleges and universities should also attach importance to the professional ability of teachers of innovation and entrepreneurship courses, set up professional teaching

teams, and seek social figures or alumni with successful entrepreneurial experience to give lectures. Explain entrepreneurship content in detail for students, and hire professional teachers to carry out courses, so that the development of innovation courses is no longer a mere formality, but to enhance students' innovation ability.

The second is to create an atmosphere of innovation, which is an important influence to stimulate students' innovation ability and can help students provide ideas for entrepreneurship. For example, the "Internet +" innovation competition jointly reported by the Ministry of Education and universities has provided a positive impact on cultivating students' innovation ability. The yellow car is the outstanding entry in the "Internet +" competition. Finally, it attracted a lot of investment as an entrepreneurial direction, forming a popular shared bike industry, driving the development of shared bikes in China. Therefore, colleges and universities should actively set up relevant activities and pay attention to the information of the national level competition to provide useful information for students. There are many students who do not know about the innovation competition and miss the competition. In colleges and universities, colleges and universities can cooperate with school communities to conduct relevant activities, such as "business simulation competition" and "Urban production Challenge competition", which can not only stimulate students' innovation ability, but also effectively improve students' comprehensive quality.

3.2 Enhance students' entrepreneurial willingness

Students' entrepreneurial willingness determines the size of students' entrepreneurial groups, relates to students' entrepreneurial confidence, and is the motivation for students to start businesses. At present, college students' entrepreneurial willingness is generally not high, and they lack confidence in entrepreneurship, so the number of college students starting businesses is very small. Therefore, colleges and universities should pay attention to the cultivation of students' entrepreneurial willingness. First of all, students' cognition of entrepreneurship should be improved. Many students have some inexplicable awe for entrepreneurship, thinking that they will not succeed in entrepreneurship and maintaining a negative psychological attitude towards entrepreneurship. However, as long as the method is proper and the students have sufficient preparation, the difficulty of entrepreneurship is not as high as imagined. Entrepreneurship is not only a success to become the boss of a big company, but also to invest in some shops. Therefore, colleges and universities should let students realize that entrepreneurship is only a choice of career, so that students have a correct understanding of entrepreneurship. To enhance the entrepreneurial consciousness of college students, students can take the initiative to contact more content about entrepreneurship, accumulate relevant theoretical knowledge, slowly cultivate their own characteristics, and at the same time, improve their comprehensive quality targeted to lay a foundation for future

entrepreneurship. After the students' entrepreneurial intention is gradually formed, it is necessary to continuously improve the students' entrepreneurial intention and help them establish a sense of social responsibility. The fundamental purpose of students' entrepreneurial activities is generally to make money, so they lack a certain sense of social responsibility and do not realize their own social responsibility, which is not conducive to the long-term development of entrepreneurial activities. Therefore, colleges and universities should constantly enhance students' entrepreneurial intention, establish correct entrepreneurial awareness for students, enhance students' entrepreneurial ability, and better provide support for college students' entrepreneurial activities.

3.3 Establish a sound entrepreneurship education system

Although there are entrepreneurship education courses in colleges and universities at present, the implementation of the courses is often a mere formality. Teachers do not have entrepreneurship related experience, so they cannot provide effective entrepreneurship guidance for students, and the improvement of students' entrepreneurial ability is limited. Schools should improve the education system, establish professional teams of teachers, and build a platform for students to practice entrepreneurship. In the training of entrepreneurship, an effective way for colleges and universities to enhance the attention of teachers and students is to implement the credit system, which requires students to obtain enough credits for the four-year courses, so that teachers and students can feel the importance of the courses. In terms of course design, for freshmen and sophomores, entrepreneurship education should be based on theoretical knowledge, so that students can master relevant entrepreneurship theories. For juniors and seniors, students have employment and entrepreneurship pressure, so the content of education and training should be based on skills training, so that students can effectively master the ability to help entrepreneurship and improve their comprehensive quality. In response to the lack of professional competence of teachers, schools can hire experts from outside the school to give lectures to students to answer their doubts in entrepreneurship learning.

3.4 Optimize the entrepreneurial environment for college students

The entrepreneurial environment has an important impact on the probability of successful entrepreneurship of college students. In order to enhance the entrepreneurial enthusiasm of college students, it is far from enough to rely on the school, and the country needs to provide certain policy support. Although the government currently supports college students to some extent, many students do not know it, so more publicity should be given to this aspect. The government can use the Internet, TV or cooperate with colleges and universities to publicize the supporting policies of entrepreneurship for college students, and create a good

public opinion atmosphere for college students to guide students to correctly understand entrepreneurship. In addition, the government can establish a multi-channel financial support system for college students to start businesses and reduce the risks of college students to start businesses, so as to attract college students to start businesses.

4. CONCLUSION

In a word, the current domestic employment situation is relatively severe, and entrepreneurship is an effective way to relieve the employment pressure, so colleges and universities should cooperate with the government to enhance the enthusiasm of college students to start a business, strengthen the cultivation of college students' entrepreneurial ability and entrepreneurial consciousness, and actively publicize the entrepreneurial knowledge and entrepreneurial support policies, so that college students can clearly understand entrepreneurship. Stimulate students' enthusiasm for entrepreneurship, achieve the teaching goal of college students' entrepreneurship, relieve the pressure of college students' employment.

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Research And Practice on the Coupling Effect of Industry-University-Research Cooperation in Higher Vocational Colleges

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Abstract: Higher vocational colleges, scientific research institutes and enterprises can, through their cooperation, exert their strength in mutual influence, mutual benefit, and mutual promotion, and form the coupling effect of industry-university-research cooperation. According to our analysis, we seek effective ways to ignite the "spark" between higher vocational colleges, scientific research institutes and enterprises, so as to achieve "win-win" cooperation in the clear division of responsibilities and rights.

Keywords: Industry-university-research; Cooperation; Coupling effect; Measures

1. INTRODUCTION

Since the 20th century, the industry-university-research cooperation has played an increasingly significant role in China's economy, science and technology and education, which has attracted great attention from the government, and has gradually become an important part of the national innovation system. The industry-university-research cooperation in higher vocational colleges started late, but it can organically combine production, teaching and scientific research, and can effectively improve the training quality of highly skilled application-oriented talents in higher vocational colleges and enhance the independent innovation ability of enterprises.

2. THE KEY INFLUENCING FACTOR OF THE INDUSTRY-UNIVERSITY-RESEARCH COOPERATION MODEL

The factors affecting the industry-university-research cooperation mode in higher vocational colleges are complicated, and they affect the effect and success or failure of school-enterprise cooperation. Using SWOT analysis, we summarize several key factors influencing the industry-university-research cooperation model:

2.1 Advantages (Strength)

2.1.1 The two sides can realize complementary advantages through cooperation

The establishment of substantive cooperation between higher vocational colleges (including scientific research institutes) and enterprises has strong complementarity to the development of higher vocational colleges, solves the practical problem of shortage of scientific research funds in higher vocational colleges, expands the construction of practical training and practice bases in higher vocational colleges, and promotes the capitalization operation of teaching and scientific research. Through the cooperation, the enterprise has

solved the technical problems and talent shortage problems faced in the production, which provides a guarantee for the sustainable development of the enterprise, and realizes the "win-win" result.

2.1.2 Promote the curriculum construction and specialty construction of higher vocational colleges

Through the cooperation between industry, university and research, higher vocational colleges can adjust the professional setting and course content according to the actual situation of enterprises, and use order training to make the trained students "market-oriented" and lay a foundation for students' employment. (Research institutes can also adjust the direction of scientific research according to the actual situation of enterprises, so as to make the scientific research results more targeted, timely and practical).

2.1.3 Promote the improvement of practical teaching in higher vocational colleges

The essential feature of higher vocational education which is different from ordinary higher education is practical teaching, which aims to cultivate highly skilled applied talents who "understand technology, can manage, have characteristics and can innovate". Through the cooperation between industry-university-research, students can go to enterprises for internship and visit and study during the school period, and "zero distance" contact with enterprise positions, which is helpful to realize the natural connection between theoretical knowledge and practical skills.

2.2 Disadvantages (Weakness)

The difficulty of complete consistency of the concept of both sides, Inappropriateness of project selection and partners, the asymmetry of cooperation information and the difficulty and rationality of profit distribution, The unsound nature of the cooperative organization system and the management system

2.3 Opportunity (Opportunity)

2.3.1 Policy guidance and support of the government

The government is an important influencing factor in the mode of industry-university-research cooperation in higher vocational colleges, and its support and participation affect the development degree and scale of the cooperation in higher vocational colleges.

2.3.2 The bridge role of intermediary agencies

Intermediary is a social intermediary organization, such as technology market, industry association and financial institutions, which provides information for industry-university-research cooperation, and coordinates

consulting services. It is the "catalyst" for the success of industry-university-research cooperation.

3. MEASURES TO PROMOTE THE COUPLING EFFECT OF INDUSTRY-UNIVERSITY-RESEARCH COOPERATION IN HIGHER VOCATIONAL COLLEGES

In order to better produce the coupling effect of industry-university-research cooperation, higher vocational colleges should make efforts from all aspects from a three-dimensional perspective to obtain mutual beneficial and win-win advantages in industry-university-research cooperation:

3.1 Establish a special department in charge

Higher vocational colleges should be established on the level of the competent department of cooperation (university cooperation, production, management center, etc.), in order to avoid the department level or other departments and tube, in each department of production management specialized personnel, is responsible for uploading production cooperation information, combing, coordinate the competent department of industry-university-research cooperation (university cooperation, production, management center, etc.) and the relationship between the teaching units and other functional departments, support and clear down in the form of rules and regulations.

3.2 Formulate the corresponding incentive system

Higher vocational colleges must improve the system construction, specially formulate incentive policies and measures for industry-university-research cooperation, and encourage teaching units and other functional departments to cooperate with the competent departments of industry-university-research cooperation.

3.3 Adjust professional Settings and modify talent training programs

In the process of industry-university-research cooperation, higher vocational colleges must be closely linked with enterprises, to the enterprise research, master enterprise talent demand and human resources planning, and regional economic development change industry rise and fall, on the professional adjustment and talent training plan must be combined with the development trend of "production", improve its social adaptability, to promote industry-university-research cooperation practical in place.

3.4 Build the post curriculum system and implement the teaching reform

The curriculum of higher vocational colleges must start from the social needs and formulate professional courses and professional practical courses. the teaching content should be organized with career needs as the core. the teaching plan with ability should be formulated according to the post through research, and the modular curriculum structure should be arranged based on the work process.

3.5 Improve the level of teaching and scientific research of teachers

Through visiting and learning and other forms, higher vocational colleges are actively encouraged to exchange research with research universities. Higher vocational colleges must maintain two-way information communication with enterprises, strengthen the contact with the front-line personnel of enterprises, capture the latest technical information and talent needs of industry enterprises, realize scientific research and innovation through continuous practice, and finally form knowledge creation and sharing.

4. MEASURES FOR ENTERPRISES TO PROMOTE THE COUPLING EFFECT OF INDUSTRY-UNIVERSITY-RESEARCH COOPERATION

In order to better produce the coupling effect of industry-university-research cooperation with higher vocational colleges, enterprises need to do the following cooperation work:

4.1 Set up an organizational structure and assign special personnel to manage it

In the industry-university-research cooperation with higher vocational colleges, enterprises should change the practice of part-time cooperation, establish the competent department of industry-university-research cooperation, and set up special personnel to be fully responsible for contacting, arranging, coordinating and dealing with various matters of industry-university-research cooperation with higher vocational colleges.

4.2 Set up internship positions and assign enterprise instructors

To better achieve cooperation, enterprises should measure according to their own situation and reserve a certain number of internships, to help students adapt to work as soon as possible, enterprises can choose some work experience, good at reassure employees, as internship student enterprise teachers, guide students to better participate in practice, realize "student" and "employee" identity rapid transformation.

4.3 Provide employment opportunities for students

In order to relieve this concerns of enterprises, enterprises can classify and authorize their positions, so that students can start with low level or no level authorization, so as to avoid the leakage of proprietary technology and trade secrets.

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The Application of Lacquer Art in the Design of Clothing Accessories

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Abstract: Technological innovation is the supporting conditions for the reform and development of all sectors of society. For example, the technological reform of clothing accessories industry, from the most basic production materials to the design level to improve the value, need to constantly innovate technology, in order to adapt to the development trend of society and the industry. Since reform and opening up, in the field of clothing accessories in our country, from unification and unification has gradually changed into richness and individuation, which not only represents improvement of comprehensive strength, but also represents great liberation of our people's masses' thoughts. Now, for the design of more personalized and beautiful clothing accessories, the industry applied the traditional art of our country -- lacquer painting art in the design process and technology innovation, and successfully realized the integration of traditional culture and modern technology, which provides strong support for the development of our clothing accessories industry.

Keywords: lacquer painting art; Clothing accessories; Design value; Design path

1. INTRODUCTION

The idea of modern art innovation is mainly embodied in inheriting and learning from the excellent techniques in ancient China, and integrating them with the current cultural characteristics, so as to achieve the purpose of bringing forth the new from the old. China is the only country in the world that has not experienced cultural discontinuity. Therefore, excellent historical traditions such as characters and techniques can be passed on for thousands of years and last for a long time, which lays a solid foundation for the integration of ancient techniques and modern techniques in China. In this paper, with the application of lacquer painting in the field of clothing accessory design as an object of study, it firstly introduces an overview of the basic content of lacquer painting, and then, from the application value and path, it analyses the perfect integration of ancient lacquer painting and modern technology. Hoping that it can help to the design of our country's clothing accessory.

2. A BASIC OVERVIEW OF LACQUER PAINTING ART

Lacquer painting is a traditional technique in our country. It is mainly a painting technique with natural lacquer as the material. According to archaeological research data, besides lacquer as the material, gold, silver, lead, tin, shell, wood and other materials can also be used. According to archaeological research, lacquer

painting has the dual nature of craft and painting, which can be simply regarded as works of art and can be associated with people's actual life, so the ancient lacquer painting is mostly in the form of screen, wall decoration, murals and so on [1]. the application of lacquer painting art in costume accessory design in this paper reflects the duality of art and utility of lacquer painting, which can improve the beauty and individuation of costume accessory design, and is crucial to improve the artistic value of costume accessory.

Based on the different art techniques of lacquer painting, lacquer painting can be divided into carved lacquer, painted, engraved lacquer, grinding lacquer and other different varieties, according to the form of lacquer painting can be divided into Yangzhou lacquer painting, Beijing lacquer painting, Fujian lacquer painting, Chongqing lacquer painting, Jiangxi lacquer painting, Guangzhou lacquer painting and other schools, each school of lacquer painting has very distinctive characteristics, This establishes the solid foundation for our country lacquer painting art development and application. Taking Yangzhou lacquer painting as an example, the lacquer painting technique of this school is mainly based on grinding lacquer. According to relevant data, Yangzhou lacquer painting is developed on the basis of ancient Yangzhou lacquer art, which has rich expressive force and is very consistent with modern aesthetic concepts. In the creation process of Yangzhou lacquer painting, landscape, culture, pavilions and pavilions with the characteristics of Jiangnan as the theme, in the aspects of lacquer painting techniques, painting, change, scattering, pile, etc.

With the integration of ancient skills and modern industry, the art of lacquer painting has achieved good development and gradually become an art with modern color. From the application of lacquer painting art in the design of clothing accessories, we can see the value and significance of lacquer painting art, which is not only conducive to inherit the ultra-high level of Chinese skills, but also conducive to creating unique Chinese elements of clothing and accessories. It is of great significance to carry forward traditional culture of our country.

3. LACQUER PAINTING ART IN CLOTHING ACCESSORIES DESIGN APPLICATION AND VALUE

The combination of lacquer painting art and modern manufacturing industry enhances the practicality of lacquer painting while highlighting the artistry of lacquer painting, which is necessary and important to

promote the development of modern society, as well as to inherit ancient culture and skills. The article mainly discusses the application of lacquer painting and its development situation in detail, from the way and value of lacquer painting in the design of clothing and accessories, hoping that it will promote higher development dimension of lacquer painting art of our country.

3.1 Fashion accessories design using lacquer painting art path

The application of traditional lacquer technology in costume design is mainly reflected in profile, fabric, color and so on. Specifically speaking, first, profile. Deuteration technique is a method of creating outline with good effect. The application and reference of deuteration technique in costume design focuses on the aspect of costume outline and structure. For example, under the production method of traditional deuteration lacquer ware, any exaggerated costume outline can be created. Spin-off process is only suitable for small outline production of clothing accessories. Second, the fabric [2]. Clothing design has high requirements on fabrics, and fabrics will affect the design ideas to some extent. Take the application of lacquer art in clothing accessory design as an example, the selection of fabrics needs to be cautious. For the lacquer series launched by the clothing brand Exception, the fabrics selected are double-sided silk satin and jacquard silk brocade, which can show a delicate texture. With a little lacquer technology, can improve the elegant and dignified sense of clothing. Third, color. The commonly used colors of traditional Chinese lacquer painting include red, black, gold, etc. The above colors can bring a noble and rich feeling in the visual experience. If they are applied in the design of clothing accessories, they can naturally improve the class and dignity of clothing.

The application of lacquer art in the design of clothing accessories has a very wide range and uses. Generally speaking, modern clothing covers earrings, hats, hair pieces, hair nets and other headdresses; Necklaces, necklaces, neckties, scarves and other neck accessories; Brooches, badges, corsage and other chest decorations; Bracelets, gloves, bracelets and other hand accessories; Foot accessories such as anklets, shoes, socks, etc. It can be seen that lacquer painting art has a huge application space in the design of clothing accessories. Based on the effect of clothing, it should be fully combined with the outline, color and appearance of the clothing in the design process, in order to avoid the clothing overwhelming or unreasonable collocation.

3.2 The value of lacquer painting in the design of clothing accessories

The art of lacquer painting is a representative of traditional Chinese painting technique, which has great cultural inheritance value. Therefore, it is of great significance to carry forward our history and culture and develop our outstanding traditional culture if it is applied in the modern clothing accessory design. At present, the young people in our country exist the thought of admiring foreign things, one-sided view of foreign things is good, and they always pursue foreign brands in clothing. In view of this situation, if the art of lacquer painting and the design of clothing accessories can combine, it may change the young people's view on domestic clothing, which can create clothing brands with Chinese characteristics. Played a very important significance and value. Of course, the art of lacquer painting into the costume design, can meet the practicality of clothing on the basis of improving the artistic content of clothing and cultural attributes. For example, in the application of lacquer art design of clothing, you can integrate Chinese elements into the design concept, such as the dragon totem painting on clothing, or broad and profound Chinese characters painted on clothing, so that can give clothing unique Chinese elements, compared to win the love and respect of the majority of the audience.

4. CONCLUSION

In summary, lacquer painting art is an excellent traditional technology and technique of our country. It contains a rich historical culture and national breath of our country. So, lacquer painting art has good inheritance value. The above article takes the application of lacquer painting art in the design of clothing accessories as the research object, launches a comprehensive analysis and research, highlights the value of the application of lacquer painting art, and expounds the use of lacquer painting art path.

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How To Cultivate Students' Creative Ability in College Chemistry Teaching

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Abstract: Colleges and universities are the cradle of high-quality talents for the society. Under the background of the 21st century, more attention is paid to cultivating students' innovative and creative ability in the field of teaching, especially in colleges and universities. Chemistry is a special subject. After the continuous study of chemistry in high school, college students have greatly improved their chemical literacy level. However, there are some deficiencies in college chemistry teaching, so how to cultivate students' innovation and creativity has become a difficult problem. Based on this, this paper explores in detail how to cultivate students' creative ability in college chemistry teaching.

Keywords: Chemistry teaching; Innovation ability; Cultivate; Student

1. CURRENT SITUATION AND EXISTING PROBLEMS OF EFFICIENT CHEMISTRY TEACHING

1.1 Teaching classroom boring

Although the present is the era of quality education, most colleges and universities still use the traditional and backward chemistry teaching mode, and most teachers blindly adopt the indoctrinate teaching mode, that is, teachers talk, students listen, the key chemical knowledge only on the blackboard, and then explain to students. This environment is relatively passive, so that students passively accept chemical knowledge for a long time. Over time, students' interest in learning will be greatly reduced, hindering the development of subsequent teaching. In addition, this cramming teaching method also ignores the importance of interaction between students and teachers, making teachers always occupy the dominant position. If universities do not solve this problem in time, students' learning enthusiasm will be reduced to a certain extent, which not only affects the improvement of chemistry learning ability, but also hinders the cultivation and development of innovative thinking, making it difficult to achieve teaching objectives [1].

1.2 Single teaching experiment method

Due to the influence of exam-oriented education, colleges and universities only focus on the teaching of theoretical knowledge while ignoring the development of chemical experiments. In addition, some teachers are backward in their teaching views, thinking that chemical experiments are a waste of class time, and some students are too lazy to do it, so they would rather spend all their time on the explanation of theoretical knowledge. This idea is wrong. the single teaching method will not

improve the teaching quality, but also affect the cultivation of students' innovative and creative ability, which is difficult to improve the teaching effect. In addition, although some colleges and universities integrate chemical experiments into their teaching, they are all confirmatory experiments. Students are required to conduct experiments in accordance with the prescribed experimental steps and chemical principles are incorporated into the experiments, which seriously lacks interest and students' desire for inquiry cannot be satisfied, which is not conducive to the cultivation of students' innovative and creative ability.

2. THE IMPORTANCE OF CULTIVATING STUDENTS' INNOVATIVE AND CREATIVE ABILITY

Under the background of the current new curriculum reform, it has become an inevitable requirement to cultivate college students' innovative and creative ability, which puts forward new requirements for college chemistry teaching. As the main place for talent training, innovation is not only the educational philosophy of colleges and universities, but also the soul of promoting the development of colleges and universities. Therefore, in chemistry teaching, teachers must take the cultivation of students' ability to solve problems, apply knowledge, analyze knowledge and master knowledge as the teaching goal, fully implement the requirements of the new curriculum reform, focus on the cultivation of students' ability to innovate and create, and improve their comprehensive literacy. Moreover, chemistry, as a subject closely related to agricultural production, scientific research and human daily life, has penetrated into every aspect of human life. Only by learning chemistry well can students solve the problems encountered in daily life and promote social development.

3. THE IMPORTANCE OF CULTIVATING STUDENTS' INNOVATIVE AND CREATIVE ABILITY

3.1 Change the traditional teaching concept

For the above situation, the main reason is that universities are affected by the exam-oriented education, which makes teachers' teaching concepts lag behind and neglects the cultivation of students' innovative and creative ability. Therefore, colleges and universities must make changes, keep up with the pace of the development of the Times, seize the requirements of the new curriculum reform, constantly innovate the teaching model and teaching concept, take the cultivation of students' innovative and creative ability as the teaching focus, and fully implement it in the

teaching. In this way, an active classroom environment can be created, students' learning interest and exploration desire can be aroused, and students can be actively involved in chemistry learning. Learn more about chemistry [2].

3.2 Transformation of chemistry teaching mode

In the traditional chemistry teaching in colleges and universities, teachers mainly teach knowledge around textbooks and fail to pay attention to the development of experiments, which eventually leads to the restriction of students' vision and thinking, which affects the development of subsequent teaching. However, with the rapid development of society, our country has entered the Internet era, the information technology is gradually popularized in society, has been widely used in every field, at the same time also played a promoting role for the development of society. the teaching field is no exception. Chemistry teachers in colleges and universities can integrate multimedia technology and advanced scientific research achievements into the teaching content, and show chemistry knowledge to students intuitively, so as to help students master more ingenious methods to solve problems, so that they can learn to draw lessons from one another, constantly improve themselves, and invest in chemistry learning with a positive attitude, so as to consolidate their knowledge base.

3.3 Actively encourage students to ask questions

For chemistry teaching in colleges and universities, raising and developing problems is an important prerequisite for solving problems. As long as students master these two abilities, they can better reflect their main role, carry out innovation and exploration while discovering problems, and finally find out the answer to the problem. In actual teaching, teachers should encourage students to actively ask questions, and then design teaching situations based on the questions raised by students, so as to create a harmonious teaching atmosphere for students, close the relationship between students, and let them divergent their thinking in the process of communication to find effective solutions to problems and satisfy their desire for inquiry. At the same time, college chemistry also contains the reaction rules and principles and other problems, so teachers can put forward a series of problems according to the situation of students, and change the original one-size-fits-all teaching method, adopt cooperative learning method to teach, divide students into groups, so as to improve students' teamwork consciousness, innovation and creativity, and stimulate their subjective initiative. From the original passive learning to active learning, to explore their own potential [3].

3.4 Experimental investigation of histochemistry

In any subject, practical activities are an essential component and an important means to help students master more knowledge. Based on this, when carrying out chemistry teaching in colleges and universities, teachers should prepare experimental equipment in advance according to the content of the textbook, distribute it to each group, encourage students to do some experiments related to the content of the textbook with high safety, and record the final results. In this way, the curiosity of students can be satisfied and the teaching content can be extended within the prescribed teaching time. Broaden the horizon, divergent thinking, so that it can cultivate the ability to create innovation, to complete the teaching objectives.

4. CONCLUSION

With the promotion of the new curriculum reform, the efficient chemistry teaching model has been gradually improved and is developing towards the general direction of education, with the purpose of cultivating more innovative talents and meeting the needs of the society for talents. As the main place for talent training, colleges and universities have become the main teaching goal to cultivate students' innovative and creative ability. Therefore, when carrying out chemistry teaching in colleges and universities, they must grasp the requirements of the new era and build a system for cultivating innovative talents, because the development of modern science cannot be separated from innovation. Only by innovating teaching concepts and modes can an active classroom atmosphere be created. Let students gradually like chemistry learning, from which they can cultivate their innovation and creativity, and become a useful talent to the society in the future.

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Research On Aesthetic Education Promotion of Science and Engineering College Students from the Perspective of New Media

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Abstract: New media, with its fast, convenient, interactive and other characteristics, is widely used in the aesthetic education of college students, providing a new opportunity for the aesthetic education of college students in science and engineering. the present situation of aesthetic accomplishment of science and engineering college students in the new media era brings challenges to their aesthetic education. College students of science and engineering have the characteristics of rigorous thinking, good at logical reasoning, but there are problems such as weak perception of beauty, aesthetic ability is relatively weak, aesthetic quality is not high enough. Based on this, this paper analyzes the problems existing in the aesthetic education of science and technology students, and puts forward the strategies to improve the aesthetic education of science and technology students from the perspective of new media, in order to improve the effectiveness of the aesthetic education of science and technology students.

Keywords: New media; Science and engineering; Aesthetic education

1. THE INFLUENCE OF NEW MEDIA ON THE AESTHETIC QUALITY OF SCIENCE AND ENGINEERING COLLEGE STUDENTS

In the era of new media, new technologies and new applications are emerging in an endless stream. the "integration of science and technology and humanity" has greatly changed the way of thinking and cognition of human beings, and people have entered a brand new era of media. Under the environment of network media, the aesthetic quality of college students presents many new changes, which affect the aesthetic concept, aesthetic taste and aesthetic ability of college students. Facing the ever-changing network media, how to rationally view the influence of network media on the aesthetic quality of college students? This requires a thorough analysis of it. Under the background of the rapid development of information technology and the popularization and application of the Internet, college students of science and engineering have been greatly impacted in the aspects of information acquisition and dissemination. the new media represented by the Internet has the characteristics of high openness, interaction and immediacy, which changes the way of learning and thinking of college students. At the same time, new media plays a positive role in enriching the spiritual and cultural life of college students and promoting the communication and interaction between

people, but it also brings certain impact on the aesthetic quality of college students in science and engineering [1]. How to make the aesthetic quality of science and engineering students in the new media environment can not only meet their demand for network media information resources, but also effectively promote their aesthetic quality has become an important subject faced by colleges and universities.

2. CHALLENGES FACED BY AESTHETIC EDUCATION IN COLLEGE STUDENTS OF SCIENCE AND ENGINEERING

2.1 The aesthetic quality of science and engineering college students needs to be improved

For college students of science and engineering, aesthetic education is an important and difficult task, which is an indispensable part of quality education, but it cannot be equated with quality education in general sense. the author believes that there are some problems that are not conducive to the improvement of aesthetic ability among college students of science and engineering. First, college students have weak perception of beauty. In the perspective of new media, when college students enjoy a variety of information and knowledge, they are confronted with many impacts from the diversification, diversification and fragmentation of network information, and some students are more susceptible to the interference and influence of bad information.

2.2 The aesthetic ability is relatively weak

When learning professional knowledge, science and engineering college students tend to focus on the development of logical thinking ability and memory ability, but ignore the cultivation of aesthetic ability, which to some extent leads to the weak perception of beauty of science and engineering college students.

2.3 not enough aesthetic quality

Some college students of science and engineering do not realize the importance and urgency of their aesthetic quality; Lack of initiative in aesthetic activities; Can not treat all kinds of beauty with the right attitude, lack of sufficient understanding and thinking of beauty; Even some students blindly pursue fashion and ignore their own cultural heritage, scientific spirit and humanistic quality improvement.

Secondly, college students of science and engineering lack a correct understanding of scientific and technological means such as new media. Through the questionnaire survey of some students of science and technology, it is found that students of science and

technology generally believe that new media and other new technologies have brought new challenges to aesthetic education, and even have some resistance. They do not fully realize the important role of new media in the aesthetic education of colleges and universities, so it brings challenges to the aesthetic education of colleges and universities.

3. THE PROBLEMS IN AESTHETIC EDUCATION

3.1 Aesthetic education mode is single, teaching methods lack of innovation

The main ways of aesthetic education include classroom teaching, extracurricular activities and campus cultural and artistic activities, etc. In the aesthetic education of science and engineering college students, classroom teaching artistic activities are mainly carried out. the main body of aesthetic education is students, and the main form is classroom teaching, extracurricular activities and campus cultural and artistic activities. However, at present, most college students of science and engineering only learn aesthetic education knowledge in books, classes and the Internet, and pay little attention to campus cultural and artistic activities and extracurricular artistic practices. There is no innovation in the form of aesthetic education, which is still taught by traditional teachers and passively accepted by students. the lack of communication and interaction between teachers and students leads to students' weak aesthetic consciousness and aesthetic ability.

3.2 Lack of cultivation of aesthetic ability

For a long time, the aesthetic education of science and engineering students in colleges and universities is mainly based on the study of cultural courses, which is mainly based on book knowledge and theoretical knowledge. the aesthetic education carried out among science and engineering students often stays in the theoretical level, which is difficult to combine with the practical life of science and engineering students. Schools often set up art courses as optional courses, but in the actual teaching process, the "irrigation" education mode is adopted, and more emphasis is placed on the imparting of art knowledge and the training of art skills. Students generally think that art class is to look at some beautiful artworks and listen to some elegant music. Therefore, the aesthetic education often attaches importance to knowledge instillation and neglects the cultivation of aesthetic ability.

3.3 Lack of scientific curriculum design

When students of science and engineering receive aesthetic education in school, most of them complete it through elective courses, but the content of elective courses is relatively limited to traditional courses such as music, dance and art, which cannot meet the needs of students' development.

4. STRATEGIES FOR APPLYING NEW MEDIA TO AESTHETIC EDUCATION OF SCIENCE AND ENGINEERING COLLEGE STUDENTS

4.1 Strengthen the construction of aesthetic education teachers

College students of science and engineering have strong logical thinking ability and strong ability to analyze things. Therefore, strengthening the construction of aesthetic education teachers for college students of science and engineering is the premise and foundation for improving the effectiveness of aesthetic education for college students of science and engineering. Colleges and universities should attach importance to the construction of new media aesthetic education teachers, optimize the curriculum structure of aesthetic education by establishing a sound aesthetic education curriculum system, and enhance the aesthetic ability of science and engineering college students in the era of new media [2].

4.2 Using new media platforms to carry out diverse forms of aesthetic education activities

In view of the relatively weak aesthetic ability of science and engineering students, colleges and universities should use new media platforms to carry out various forms of aesthetic education activities, such as setting up art appreciation courses and organizing art activities, and give full play to the interaction, communication and sharing functions of new media platforms, so as to combine the construction of campus culture with new media.

4.3 Establish and improve the supervision and evaluation mechanism of aesthetic education for science and engineering college students

In order to effectively improve the aesthetic ability and aesthetic quality of science and engineering college students, we should establish a sound aesthetic education supervision and evaluation mechanism. By establishing and improving the supervision and evaluation mechanism of aesthetic education for science and engineering college students, we can timely understand students' cognition of their own aesthetic quality and their use of new media platforms as well as their opinions and suggestions, so as to further improve their aesthetic quality on new media platforms.

5. CONCLUSION

The application of new media is the inevitable trend of the development of the Times. Colleges and universities should actively explore the innovative way of aesthetic education. From the ideological perspective, we should pay attention to the combination of aesthetic education and comprehensive quality improvement of science and engineering college students, so that they can fully realize the importance of new media for their own quality training. In terms of teaching methods, we should pay attention to carrying out new media classroom teaching in various ways and forms, and actively play the leading role of teachers and the main role of students. In terms of content, it is necessary to highlight the generality and practicability of the new media aesthetic education course, so as to combine the aesthetic education course with the professional education organically and meet the needs of students' all-round development.

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Discussion On the Reform of Financial Management Teaching Based on the Training of Applied Talents

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Abstract: Financial management is the top priority of enterprise development, at present in the financial management of colleges and universities, teaching quality requirements in the continuous improvement, from the financial management professional teaching mode, there are certain deficiencies, has been unable to meet the current actual teaching needs, to deal with its in-depth improvement, so that the financial management teaching can be more adapt to the actual situation. At the present stage, with the rapid development of society, there is more demand for applied talents in personnel training. Based on this, the teaching reform of financial management should be based on the reality and carried out in the direction of training applied talents. the following article will focus on the financial management teaching reform of applied talents training carried on a simple analysis.

Keywords: Financial management; Applied talents; Reform; Method

1. WHY SHOULD FINANCIAL MANAGEMENT MAJOR TEACHING REFORM BE CARRIED OUT

Colleges and universities are the places for students to study and also the main places for talents training, which can meet the diverse needs of the society for talents. In the teaching of financial management, teachers reform the teaching methods and optimize the teaching system for the purpose of students mastering more knowledge of financial management, improving themselves and becoming applied talents. Under the current development of socialist market economy, the society has increasingly higher requirements on the number of talents and the implementation of new curriculum reform, which puts forward updated requirements for the teaching field, especially for the major of financial management. Colleges and universities need to pay attention to this major, because financial management is a practical subject, and it is completely insufficient to rely only on the teaching of theoretical knowledge. On this basis, practical courses should be integrated to enable students to flexibly apply what they have learned and consolidate the foundation [1]. Therefore, colleges and universities must reform the teaching of financial management, make use of the concept of training applied talents, formulate practical teaching programs based on the situation of students, build a new curriculum system, optimize the teaching system, and make teaching more efficient.

2. THE PRESENT SITUATION OF OUR FINANCIAL MANAGEMENT TEACHING

In colleges and universities, financial management courses occupy a very important position in the whole teaching system, belongs to the traditional subject type, can enhance the management level of students. Not only that, the number of common colleges and universities in our country is larger than that of applied colleges and universities. If the traditional teaching model and concepts are used for a long time, the teaching environment will become passive and cramming teaching will become more and more obvious, so that students memorize knowledge by rote memorization, in order to cope with the examinations. This situation is influenced by the exam-oriented education, which leads to the boring classroom and teaching content, fails to highlight the principal position of students, greatly reduces the enthusiasm of students to learn, and affects the development of practical teaching. At the same time, if colleges and universities fail to solve the problems in time, they will not be able to improve students' ability to apply relevant knowledge, and will simply use theoretical knowledge, which is not conducive to the improvement of students' comprehensive ability and quality.

3. FINANCIAL MANAGEMENT TEACHING REFORM MEASURES UNDER THE TRAINING OF APPLIED TALENTS

3.1 To optimize the curriculum structure

Based on the above problems, colleges and universities must pay more attention to them and take a series of measures to solve them, so as to provide guarantee for students' study. For the reform of financial management teaching, it is indispensable to optimize the curriculum structure and adjust the teaching content. the current new curriculum reform also puts forward new requirements for the training of applied talents and students' time ability, so that teachers can start from the professional needs, grasp the trend of the development of the Times, and combine the specific requirements with the curriculum structure. And use the concept of applied talents to carry out targeted teaching for students, adjust the corresponding teaching content, reform the teaching system. In addition, teachers should also sort out the basic knowledge of financial management, enhance the systematization of knowledge structure, and build a complete and systematic knowledge network on this basis to promote the teaching of this major. However, it should be noted that, when setting

courses, it is necessary to not only pay attention to the systematic integrity of financial management discipline, but also highlight the importance of practical teaching in theoretical teaching, emphasize the explanation of key knowledge, raise questions according to the teaching content, and let students explore independently to find solutions and answers to problems, so as to improve their problem-solving ability [2].

3.2 Attach importance to the teaching of relevant financial cases

Under the guidance of application-oriented talent training, students must learn to use the knowledge content to analyze relevant cases and lay a solid foundation. Based on this, teachers can change the teaching direction and attach importance to the development of relevant financial case teaching. This method is a classroom teaching mode with strong practicality and participation. Continuous teaching practice has proved that financial case teaching is of great help to improve students' application ability and lays a foundation for the smooth development of subsequent teaching. At the same time, teachers must also do a good job of preparation before class, preview the content of the next class in advance, set questions, and prepare case analysis skills. Only in this way can students be better guided to participate in the overall process of classroom teaching, teach students to analyze and answer relevant questions, and improve their learning ability.

3.3 Choose more modern teaching methods

At present, the competition in all sectors of society is fierce. Financial management is an important management content in enterprises, which is closely related to the future development of enterprises. At the same time, under the introduction of various advanced technologies, it promotes the modern development of financial management. Based on this, the financial management major in colleges and universities should be based on the actual situation of social and economic situation, the implementation of more modern teaching methods. For example, in teaching, the traditional teaching method based on textbooks can be changed to combine the content of network resources and multimedia technology to demonstrate for students. Moreover, this method is highly intuitive and dynamic, which can effectively highlight the key points and difficulties of teaching content [3]. Not only that, but also in the teaching process can often introduce more advanced financial management methods or models to students, in order to stimulate students' interest and improve teaching efficiency.

3.4 Pay attention to the development of computer financial management training teaching

With the continuous development of the society, the development speed of information technology is also

getting faster and faster. It is gradually popularized in the society and provides value to the development of various industries and fields. Especially in the field of teaching, the use of information technology can make the teaching of financial management realize informatization. If it is integrated with the concept of training applied talents, students can be proficient in using these software and apply the software technology to the learning of professional courses, because part of the teaching content needs to be carried out in the computer laboratory. So colleges and universities should not only update the teaching system, but also create a multi-functional teaching environment for students, realize their own practical ability to improve, become a quality talent.

4. CONCLUSION

Since the implementation of the new curriculum reform, China has made great progress in the financial management discipline. In the future teaching objectives, more and more attention will be paid to the detailed, professional, practical and systematic courses, to carry out efficient teaching for students, so that they can master more skills and learning experience, and cultivate more applied talents. However, the actual situation is quite the opposite. Most schools have been affected by the exam-oriented education for a long time, so they focus on the explanation of theoretical knowledge in teaching, ignoring the importance of practical teaching. In addition, the shadow of traditional teaching is relatively strong, which reduces the teaching effect. Therefore, schools must pay attention to the reform of teaching methods, optimize the curriculum structure, and design teaching programs that meet the requirements according to the situation of students, which can not only meet the individual needs of students, but also strengthen the training of applied talents, and make contributions to the society.

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The Connotation of Ideological and Political Elements in Educational Psychology Curriculum

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Abstract: It is of great significance to explore the introduction of ideological and political education in colleges and universities into the teaching of specialized courses, give full play to the educational function of specialized courses and improve the quality of personnel training. This paper proposes the goal of ideological and political education in educational psychology course, explores the integration point of ideological and political education in curriculum through thinking and exploring the practice of ideological and political education in curriculum, cites teaching examples, adopts teaching methods suitable for this course, discusses how to integrate ideological and political education into professional curriculum teaching, and runs through the whole process of talent training.

Keywords: Curriculum ideological; Political education psychology

1. INTRODUCTION

According to the notice of the Guideline for Ideological and Political Construction in the Curriculum of Colleges and Universities (No. 2020) issued by the Ministry of Education (No. 3), hereinafter referred to as the Guideline, the classroom has become the main battlefield of ideological and political education in colleges and universities, exploring the integration of ideological and political education into the teaching of specialized courses, constantly carrying out curriculum reform, and improving the quality of personnel training. In accordance with the spirit of the Outline, the ideological and political construction of the curriculum should be comprehensively promoted, values should be guided through knowledge imparts and ability cultivation, students should be shaped to have a correct outlook on the world, outlook on life and values, the fundamental task of cultivating morality and cultivating people should be fulfilled, and the responsibilities of professional teachers should be clarified. Curriculum ideological and political education has put forward higher requirements for teachers, strengthen the awareness of education, dig deep education elements, ideological and political education throughout the whole process of talent training.

2. PAY ATTENTION TO THE IDEOLOGICAL AND POLITICAL EDUCATION CONNOTATION OF THE CURRICULUM

The orientation of ideological and political courses is to cultivate morality and cultivate people. the core is a firm political direction, and the theme is clear connotation and elements of moral education. A multi-dimensional

teaching system including ideological and political courses, specialized courses, general education courses and labor courses is constructed, so that professional courses and ideological and political courses can develop in the same direction, providing value guidance and spiritual nourishment for students' healthy growth.

2.1 Curriculum ideological and political ideas is proposed because it can meet the practical needs of colleges and universities to adhere to the direction of running schools, and is also the main way to implement moral education and cultivate people. "Cultivate morality and cultivate people" is the mission of all curriculum teaching and education workers. Ideological and political courses should be included in the teaching content, which is the common responsibility of ideological and political teachers, teachers of specialized courses and teachers of general courses. An important starting point of ideological and political teaching is to focus on students' growth in all aspects by combining professional and general education.

2.2 Curriculum ideological and political thinking is one of the necessary ways to cultivate students with all-round development of morality, intelligence, physical fitness, the United States and labor. College students are the key to a country's sustainable development and future success. Whether college students can identify with the national consciousness ideologically and emotionally, and have excellent behavior reflected in the code of conduct and moral quality is related to the development of the nation. Promoting curriculum ideological and political channel construction is also an important way to broaden ideological education and promote the all-round development of college students.

2.3 Curriculum ideological and political thinking is an important measure to implement "whole-process all-round education" (hereinafter referred to as "three-whole education"). the realization of education function in colleges and universities is a comprehensive process. An important part of promoting ideological and political reform of courses in colleges and universities is to bring the idea of "educating people through three aspects" into the minds of faculty and staff, especially the change of thinking of teachers of specialized courses and general courses except ideological and political teachers.

3. DO A GOOD JOB OF CURRICULUM TEACHING OBJECTIVES AND IDEOLOGICAL AND POLITICAL EDUCATION OBJECTIVES

In order to thoroughly implement the Outline and realize the unity of professional education and ideological and political education, it is necessary to focus on curriculum construction, design curriculum teaching

objectives, especially pay attention to the entry point of ideological and political education objectives, and closely combine with curriculum content, so that students can build excellent character while learning professional knowledge, and become politically firm and knowledgeable builders and successors needed by the country. the teaching of educational psychology courses can help students master the scientific theories of learning and teaching, master the knowledge of psychology, have the skills to solve practical problems, and cultivate the professional skills and ethics of teachers. Through the re-setting of curriculum teaching objectives, we should increase the ideological and political objectives of the curriculum, integrate ideological and political education into the teaching of professional courses, explore the pattern of whole-person education, whole-process education and all-round education, emphasize the guidance of values in the process of teaching discipline knowledge, take moral cultivation as an important content of education and teaching, improve the political quality of students, and recognize the new mission of college students in the new era.

3.1 To understand the complete subject knowledge

To learn professional knowledge and understand the reasoning and application of professional knowledge is the original intention of professional curriculum setting. No matter it is ideological and political course or curriculum ideological and political course, the setting law is the same. Therefore, teachers should let students know what to learn, how to learn and how to use it when carrying out ideological and political construction of "educational psychology" course. While students fully understand and master the basic learning rules and theories of "educational psychology", they should also understand the development history and future development trend of "educational psychology", so as to provide certain support for students to clarify their future learning direction.

3.2 Pay attention to the cultivation of comprehensive quality

When teaching knowledge, teachers should also focus on the cultivation of students' comprehensive quality, so that students can apply what they have learned. We need to start from the following aspects: first, we should actively guide the use of educational psychology theory to analyze the behavior of teachers and students in classroom teaching; Second, guide students to use professional knowledge to find problems, analyze problems, solve problems, more effective teaching activities; Third, focus on students' comprehensive ability, teaching ability, cognitive ability and research ability complement each other, so as to lay a foundation for guiding students' learning activities and professional development.

3.3 Shaping a correct political stance

Teachers should not only help students to solve the doubts in learning, but also to solve the doubts in the choice of life path and direction, and guide students to

establish correct values, understand and stand firm political positions. One is to cultivate students' awareness of the close connection between personal professional development and national education and cultivate patriotic feelings; Secondly, cultivate students' educational feelings in the course process, let students clear the sense of responsibility and mission of teachers, and understand the significance of education work; Thirdly, cultivate students' serious and responsible working attitude and moral character of caring for students.

4. CONCLUSION

To sum up, it is a long-term and systematic undertaking to make good use of the ideological and political elements of each course and give full play to the comprehensive educational function, which requires the concerted efforts of all sides in the educational front to promote the implementation of this educational concept. In the course of design and implementation of ideological and political education in educational psychology, fresh examples and effective teaching methods are naturally integrated into the content of ideological and political education.

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Present Situation and Improvement Measures of English Teaching in Higher Vocational Colleges Under Multimedia Environment

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Abstract: With the deepening of our education system, the teaching reform of higher vocational colleges has entered a stage of intense, among which English teaching, as an important discipline, is a required course to cultivate and improve students' comprehensive ability. How to strengthen the vocational English teaching reform under the background of multimedia becomes particularly important. Therefore, the paper first analyzes the application characteristics and functions of multimedia in higher vocational English, and makes a deep probe into the current teaching situation and improving countermeasures, hoping to benefit educational practice of our country.

Keywords: Multimedia; the environment; Vocational English; Teaching status; Improvement measures

1. INTRODUCTION

English courses in higher vocational colleges should be closely related to the needs of educational development in the information age. A variety of technical means are introduced in English classes, which provides conditions for the acquisition and improvement of English knowledge and improves the comprehensive quality of students. Although it has been used in teaching practice for many years, further experience needs to be learned.

2. CHARACTERISTICS AND FUNCTIONS OF MULTIMEDIA APPLICATION IN ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 Characteristics of multimedia application in English teaching in Higher vocational colleges

In the English classroom of higher vocational colleges, using a variety of means to teach can achieve the purpose of improving the teaching effect. the application of multimedia technology in teaching mainly benefits from its own superiority.

The application of multimedia in English teaching can enrich the content of English knowledge, which is convenient for students to choose the knowledge independently, and can provide students with the latest political news at home and abroad at any time, so that students can not only read English, but also make use of English newspapers, English magazines and other relevant information, so as to enhance students' English expression ability. Smart sports multimedia technology in English teaching can make the teaching efficiency higher, stimulate students' enthusiasm and participation in the process of English learning. When students can

interact with teachers in learning, it is also the most efficient time for students to learn, and students can acquire more English knowledge in daily reading and listening. Thus exercise the students' language expression ability.

2.2 The importance of multimedia application in English teaching in higher vocational colleges

Multimedia technology plays an indelible role in English teaching of higher vocational colleges. At present, college students in higher vocational colleges are not solid enough in English teaching and face many difficulties in English learning. But using a traditional teaching method, it is difficult to mobilize students' initiative. By making full use of multimedia technology, students can better master English knowledge and improve their enthusiasm for English learning [1].

In addition, using multimedia technology in English class can create a good learning atmosphere. It has its own characteristics. the use of multimedia technology, can be a variety of different teaching content carrier performance incisively and vividly, make full use of its unique advantages, the relevant theoretical knowledge of English, in the form of voice, video and image, dynamic display to students, so as to achieve a strong shock to students' visual senses. It is very important to connect with the actual situation of students in English teaching. It can be shown to students in a visual form, so that students can better integrate into the learning process and achieve the effect of twice the result with half the effort.

The application of multimedia technology plays a great role in the process of cultivating students' independent thinking and learning. the application of multimedia technology in English class plays a significant role in helping students master English knowledge, enhancing the communication between teachers and students, and cultivating students' independent thinking ability [2].

3. PRESENT SITUATION AND IMPROVEMENT MEASURES OF ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES UNDER MULTIMEDIA ENVIRONMENT

3.1 Current situation of English teaching in Higher vocational Colleges under multimedia environment

Nowadays, English teaching in higher vocational colleges is still restricted by many problems in multimedia environment.

3.1.1 Students lack initiative in English teaching

The English knowledge level of some college students in higher vocational colleges is not solid enough. At

present, with the development of economic globalization, the demand for talents is increasing, and the demand for English teaching is also increasing. Therefore, English teaching has become a very necessary subject. However, in English teaching, there is no good English learning atmosphere, which leads to students' insufficient enthusiasm in class.

3.1.2 Unreasonable use of multimedia technology is also a key problem

With the continuous improvement of multimedia teaching level, English teaching has higher and higher requirements for teaching quality. English teaching should timely change teaching concepts and skillfully use various multimedia technologies to lay a good teaching foundation for English teaching.

3.1.3 The phenomenon of "putting the cart before the horse" exists in English teaching

In English teaching, the teaching concept is not changed in time, and the traditional "indoctrination" method is adopted, which improves students' self-learning ability and restricts their learning activities in class to a certain extent, leading to their low learning effect.

3.2 Vocational English teaching strategies under multimedia environment

Vocational college English teaching should pay attention to the use of multimedia methods, to do the following aspects:

3.2.1 Key points of multimedia application in higher vocational English teaching

In the English teaching of higher vocational colleges, we should pay attention to the key points of using multimedia technology, so as to make better use of multimedia in class, so as to achieve the best results. In the teaching process, we should pay attention to cultivating students' subjectivity, fully mobilize students' subjective initiative and creativity, and use various means to guide students to think positively. When teaching English in English class, we should pay attention to the connection with the content of the textbook, grasp the core of English, can not be separated from the classroom teaching content and teaching purpose. At the same time, in English teaching, we should pay attention to not let the classroom become a multimedia demonstration place, to use scientifically.

3.2.2 Focus on multimedia classroom presentation

In order to effectively improve the multimedia function in English class, it is necessary to use audio, video, images and other forms in English class to show students the dynamic English knowledge, and link the key content of English together, so as to solve the difficulties in English teaching. By using a variety of multimedia technologies, students can make repeated and interesting explanations of English, so that they can

develop the ability of independent thinking and enrich the English teaching.

3.2.3 Focus on the application of multimedia combination mode

In higher vocational English classes, we should pay attention to the use of a variety of interactive ways, the use of a variety of forms to enhance the contact and communication with students, so that teachers can better understand and grasp the relevant content of English, and according to the actual needs, develop a set of reasonable teaching plan. Students are divided into excellent group and hard group to form an English learning group. According to the requirements of teachers, students can cooperate, so as to improve their learning initiative and learning effect, so that the effect of English learning is more obvious.

3.2.4 Design scientific multimedia courseware.

In order to make students have initiative in English learning, we must fully mobilize students' interest in learning and give full play to their subjective initiative. At present, the overall English quality of students in higher vocational colleges is generally low, and the knowledge system is not complete. Therefore, the teaching process should be adjusted according to the teaching practice, not violating the basic principles of foreign language teaching, and according to the characteristics of students, the corresponding teaching materials should be provided for teaching.

4. CONCLUSION

In short, in order to improve teachers' teaching quality and students' learning quality in English classes in higher vocational colleges, it is necessary to think comprehensively from many aspects and make full use of the positive role of multimedia technology, so as to comprehensively improve the effect of English teaching. the above discussed some problems and solutions in higher vocational English teaching under the background of multimedia, which can provide some useful inspiration for English teaching practice in the future.

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Research On the Necessity and Strategy of Promoting Enterprise Information Management in the Era of Big Data

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Abstract: Based on the era of big data, the continuous improvement of information technology, to enterprise management has brought a lot of convenience, to promote the enterprise calendar content and management form has changed significantly. With the advent of the era of big data, traditional management cannot meet the needs of social development, and enterprises still need to strengthen management innovation to help them develop stably. the active use of big data technology to provide technology for the construction of enterprise information management is conducive to a more sound information management content and organizational structure. Based on this, this paper from the perspective of big data, focuses on the enterprise information management, carefully discusses the necessity of enterprise information management, according to the problems existing in enterprise information management, timely put forward the corresponding solution strategies for reference.

Keywords: Big data era: Enterprise: Information management: Necessity: Strategy

1. INTRODUCTION

With the advent of the era of big data, Chinese enterprises are also facing many development opportunities and challenges, which also fully demonstrate that the current market competition situation is increasingly fierce, causing enterprises to attach great importance to it. At this time, management information construction is imminent. the management mode of traditional enterprises is too old-fashioned and can not meet the needs of modern development. Therefore, in order to rapidly promote the realization of long-term development of enterprises, timely clear their own development direction, innovative management methods, the use of information technology fully aware of the necessity of information management. According to the actual situation of current enterprise management, appropriate optimization strategies are adopted to accelerate the realization of informatization construction of enterprises, improve the quality and level of management, facilitate the acquisition of more operation and management resources, and lay a solid foundation for the long-term development of enterprises.

2. THE NECESSITY OF PROMOTING ENTERPRISE INFORMATION MANAGEMENT IN THE ERA OF BIG DATA

2.1 Promoting the transformation of the data-driven management model

In the era of big data, the continuous improvement of the level of market economy leads to increasingly obvious competitive pressure. In order to keep pace with the Times, the industry is influenced by various factors in supply and demand, policy, production, technology, etc., forcing the industry competition to become increasingly fierce [1]. In order to occupy a favorable position in the market, enterprises need to strengthen the innovation of management mode and promote the transformation of data-driven management mode. At present, the vigorous research and development and innovation of big data technology have made obvious progress in functions, creating favorable conditions for the construction of enterprise information management. Under the conditions of active optimization and improvement, enterprises gradually develop towards the direction of fine and integrated management.

2.2 Improve the efficiency and competitiveness of enterprises

At the present stage, big data is the main body of enterprise decision-making and development. When enterprises make specific decisions and development plans, they will take big data as an important role to clearly judge the direction of economic and market development and understand the progress of market reform. When an enterprise uses big data to build an information management system, it can fully grasp the actual situation of production and operation of the enterprise, conduct targeted analysis and treatment for the hidden problems of the department, ensure that the utilization and development of resources are not affected, and effectively improve the working efficiency of the enterprise. At the same time, according to the development trend of the economic market, clearly formulate the corresponding business decisions, promote the rational allocation of the existing funds of enterprises, constantly enhance the economic strength of enterprises, enhance the competitiveness of enterprises.

2.3 In line with the actual development needs of enterprises

Economic development and scientific and technological innovation have accelerated the progress of the Times. In the era of big data, enterprise data information resources gradually appear massive and diversified, which can form a large amount of information in daily production. the continuous changes of the economic market, leading to enterprise decision makers face a lot of professional data is very melancholy, increasing the

workload, affecting the work efficiency. Therefore, the timely processing of a large number of data information resources has become an important content of the current development of enterprises. In order to avoid the mistakes of enterprise decision makers fundamentally, we should pay more attention to the hidden factors of enterprise development, innovate the management mode, and ensure the orderly conduct of various business activities. In the era of big data, the information management mode has a substantial grasp of massive information. Choosing appropriate processing methods and focusing on extracting key information can help enterprise managers make correct decisions and plan a good development path for the long-term development of enterprises [2].

2.4 Enterprise management thinking to achieve reform and innovation

In the era of big data, computer information technology has been developed and mature, widely used in various fields, to provide a lot of convenience for staff. At the same time, the continuous promotion and application of big data technology has brought varying degrees of impact on People's Daily life and production. the development and application of big data technology creates favorable conditions for the construction of enterprise information management, and the main idea of enterprise reform is to update the management concept, realize reform and innovation with the help of big data technology, and accelerate the advancement of enterprise management concept.

3. STRATEGIES FOR PROMOTING ENTERPRISE INFORMATION MANAGEMENT IN THE ERA OF BIG DATA

3.1 Building a big data infrastructure

In the era of big data, in order to realize the construction of information management, enterprises should first innovate management methods, optimize management mode and content, and pay more attention to the construction of big data basic platform. In spite of this, according to the current situation, there are still many enterprises that have not implemented the big data technology, resulting in imperfect basic information construction and unable to meet the development needs of the era of big data. Therefore, when carrying out information management, enterprises should combine their current development situation, take information talents, technology and equipment as the basic conditions, strengthen the construction of big data platform, and lay a good foundation for carrying out various management work in the future. Moreover, during the construction of the big data platform, enterprises need to attach importance to the development and utilization of information technology, comprehensively analyze the massive data generated by the information system, and ensure the orderly integration and processing work. In addition, the integration and expansion of big data resources is crucial, and enterprises are strictly required to master the core information, so as to better promote the stable development of enterprises.

3.2 Training information technology professionals

Now, the arrival of the Internet era, accelerate the rapid progress of enterprises. In order to achieve long-term development, it is an inevitable trend for enterprises to strengthen the construction of information management. Actively set up a team of information technology personnel, for the enterprise management information construction to do a good job to improve the level of enterprise management. Information technology professionals specifically refer to those who have solid information technology and rich practical experience, carry out all kinds of work orderly with information technology concepts, and focus on cultivating excellent composite technical talents. the construction of talent team is the key point of enterprise information management. Therefore, in the specific development process, the enterprise takes the actual situation as the basis and adopts the corresponding optimization measures to enhance the team strength. For example, by increasing the salary of information personnel, enterprises can provide them with more development opportunities, stimulate the enthusiasm of information technology personnel, and attract more strong IT talents to participate in the work. At the same time, develop a sound learning and training mechanism, strict requirements for technical personnel to regularly participate in relevant training and education, to further improve their technical level; Organize technical personnel to arrange further study, constantly improve the comprehensive quality of technical personnel, provide human support for the implementation of enterprise information management mode, and accelerate the stable development of enterprises [3].

4. CONCLUSION

To sum up, big data has a great impact on the world in politics, economy, culture and other aspects. Based on the era of big data, through information technology gradually presents a new management situation, often use many data analysis tools to improve the enterprise management system, for the rapid progress of the enterprise to do key work. the arrival of the era of big data provides many conveniences for enterprises to realize the development of informatization, including the training of big data talents, national laws and regulations and policies, and the allocation of market resources. Enterprise decision and enterprise information system problem is also one of the key problems to solve, in the future development will face many challenges and opportunities. However, it is trustworthy that using big data can help enterprises clarify their development goals, adjust their development direction and prepare for long-term development.

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Analysis And Research on Ideological and Political Education of Higher Vocational Students from the Perspective Of "Three Complete Education"

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Abstract: The foundation of education is to cultivate morality and cultivate people, which is not only the teaching goal of the school, but also the requirement of the society for teaching. With the continuous advancement of educational reform, the State Council of China has put forward the Opinions on Strengthening and Improving the Ideological and political Work in Colleges and Universities under the new situation, which requires colleges and universities to take moral cultivation as the fundamental goal of education. Therefore, under the educational goal of "educating people with three perfections", it is the focus of the current society to carry out the ideological and political education of higher vocational students and help students establish the correct three views. This paper will analyze the current situation of ideological and political education in higher vocational colleges and seek new ideas of ideological and political education.

Keywords: Education; Moral education; Ideology and politics

I. INTRODUCTION

In higher vocational colleges, ideological and political education is a key subject, is a common subject that every higher vocational students need to learn, its teaching purpose is to help students set up the correct three views, improve the ideological consciousness of students. Higher vocational students are the cornerstones of our future, "great craftsmen" in the future, and higher vocational colleges are our important training bases for skilled talents. Therefore, higher vocational colleges should take the initiative to undertake students' ideological and political education, carry out the teaching policy of "educating people with three abilities", help students establish a correct concept of three aspects, and make students grow into useful talents to society. In the teaching environment of "three full education", higher vocational colleges pay more attention to the ideological and political education of students. At the same time, the ideological and political education of this era is a more open environment, students' thoughts are more diversified, students are more mature and independent than before, and have a certain ability to analyze problems. However, higher vocational colleges still have some problems in ideological and political teaching for higher vocational students, which makes the achievement of the teaching

purpose has some obstacles. the following will analyze the status quo of ideological and political education.

2. CURRENT SITUATION OF IDEOLOGICAL AND POLITICAL EDUCATION OF HIGHER VOCATIONAL STUDENTS FROM THE PERSPECTIVE OF "THREE-WHOLE EDUCATION"

2.1 Inadequate recruitment

"Three-in-one education" refers to whole-person education, whole-process education and all-round education. However, in the ideological and political education carried out in higher vocational colleges according to the policy of "Three-in-one education", its full membership is not prominent enough, and it does not reach the instruction that everyone is the subject of education in whole-person education. Undeniably, higher vocational colleges are actively carrying out educational activities according to the educational policy of "three complete education", and have made great efforts in the ideological and political education of students. However, as far as the current teaching situation is concerned, there are still some deficiencies in the ideological and political education of colleges and universities, and they have not really achieved the standard of full education. Some people have not received the relevant ideological and political education, and the administrators of colleges and universities do not realize that the staff of colleges and universities should be fully invested in the link of ideological and political education.

Ideological and political teachers in higher vocational colleges have many tasks and no extra energy to improve their own teaching level, resulting in the ideological and political education teaching level can not be improved. However, teachers of specialized courses do not realize that ideological and political education should be integrated into their teaching links, and ideological and political education should be fully permeated. Although the study of specialized courses is not the main context of ideological and political teaching, it is the focus of students' ideological and political education. Ideological and political education in specialized courses is conducive to helping students to shape correct values and cultivate their professional morality. At present, higher vocational colleges are also carrying out the teaching reform of integrating ideological and political education into specialized

courses, but some teachers of specialized courses do not pay attention to it, leading to the obstruction of the teaching reform. Therefore, it is the key to enhance the degree of attention of specialized courses teachers, timely change the educational concept of specialized courses teachers, and complete the educational goal of full education [1].

Counselors in higher vocational colleges are one of the main persons in charge of carrying out ideological and political education of students, and one of the responsibilities of supervisors is to pay attention to the ideological dynamics of students. However, in the actual teaching work, counselors' work is very busy, leading to the inability of supervisors to carry out ideological guidance to students, which is the reason for the weakness of college counselors in ideological and political education. In addition, school administrators are slack in teaching ideological and political education for students, unable to realize their own responsibilities, did not take up the burden of ideological and political education, resulting in a relatively low level of ideological and political education within the department. College administrators and teachers have not formed an integrated goal of ideological and political education, and the participation of most educators is insufficient, leading to the failure to reach the standard of full education.

2.2 The whole process of connection is not in place

Vocational college students according to their age and grade, the degree of ideological and political education and their own ideological status is very different, but colleges and universities in carrying out ideological education work did not pay attention to this point, but to different grades of students to carry out the same ideological and political education, education content education method is the same, without targeted education. At present, the coverage of ideological and political education in higher vocational colleges is the most complete in the freshman year, but sophomore and junior students lack corresponding courses and education, leading to the lack of ideological and political education in place. Students in different grades face different problems, so ideological and political education should be carried out in different stages according to the characteristics of students. For example, the main problem freshmen face is confusion when they first enter the university and do not know how to start their college life, while juniors face employment pressure. Colleges and universities should reasonably design ideological and political teaching according to their own teaching conditions and students' specific needs, help students effectively solve problems in life, and formulate corresponding education policies. In addition, as future applied talents, the practice and practical training of higher vocational students are important learning content, but higher vocational colleges do not pay attention to the ideological and political education of students at this stage, so there is a decoupling of ideological and political education after students come back from the practice, hindering the

effective development of ideological and political education. Therefore, colleges and universities should attach importance to the whole process of ideological and political education of students and conform to the whole process principle of "three integrity education".

2.3 Lack of coordination in all areas

The third aspect of "three aspects of education" is all-round education. Under the teaching requirements of "three aspects of education", it is not difficult to find that different educational subjects have insufficient consideration in the development of education. In the process of ideological and political education, vocational colleges should attach importance to the combination of teaching content and reality, not only pay attention to the offline classroom education for students, but also combine the online course teaching, at the same time, the classroom content and extracurricular practice activities echo, ideological and political education for students in an all-round way. At present, the school is actively carrying out online course teaching, but online course teaching is subject to a lot of restrictions, the content of online and offline teaching is repeated, the enthusiasm of students for online teaching is not high, at the same time, the online teaching, the lack of interaction between students and teachers, students' problems can not be solved in time. Colleges and universities should strengthen the integration and penetration of ideological and political education, actively carry out multi-channel and multi-mode ideological and political teaching, and carry out all-round education teaching [2].

3. CONCLUSION

Under the background of "three-in-one education", there are many deficiencies in ideological and political teaching in colleges and universities. The main problems focus on the insufficiency of the full enrollment of the educational subject, the incomplete connection of the whole educational process, and the incoordination of the comprehensive consideration of educational content, which hinder the development of ideological and political education in higher vocational colleges. When carrying out ideological and political teaching in colleges and universities, they should not only grasp the teaching principle of "three-whole education", but also carry out whole-person education, whole-process education and all-round education.

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Analysis Of Risk Factors and Countermeasures of Enterprise Internal Financial Audit

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Abstract: Along with the arrival of the new period, the development of the enterprise is facing more challenges, in order to improve enterprise financial management level, the need to strengthen the internal financial auditing risk guard, careful analysis risk factors existing in the internal financial audit work, and then formulate corresponding solving strategy, so as to strengthen the enterprise internal financial audit ability. This article will discuss the enterprise internal financial audit risk factors, and put forward specific countermeasures.

Keywords: Enterprise; Internal finance; Audit risk; Countermeasures

1. INTRODUCTION

For enterprises, it is necessary to maintain a benign capital chain, which is an important part of financial operations. By carrying out reasonable financial work to meet the development challenges, in order to solve the internal financial audit work of the enterprise security risks. Internal financial auditors of enterprises should realize the importance of their own work, and then dig deep into financial reports to minimize the risks of financial data centers, so as to better avoid the risks faced by the development of enterprises, so as to promote the development of enterprises in a sustainable direction.

2. THE IMPORTANCE OF ENTERPRISE FINANCIAL AUDIT

In the process of development, enterprises need to carry out financial audit work, improve the risk prevention ability of enterprises through scientific and reasonable fund management activities, which is helpful to reduce unnecessary financial risks, promote the stable development of enterprises, and then stand firm in the current market environment. Due to the internal management content of the enterprise is more, it may be affected by many factors, such as the supervision is not in place, the lack of a perfect management system, which causes the enterprise to bear a greater financial risk. Therefore, we should realize the importance of enterprise financial management, strengthen the audit of financial reports, further standardize the work behavior of financial personnel, so that they can have a strong sense of responsibility, and then seriously and actively deal with the work, so as to improve the level of enterprise financial management.

The development of enterprise financial audit can help to find the problems in financial reports in time, and formulate scientific coping strategies for these problems, so as to better adjust the financial management, promote

enterprises to have high-quality audit services, and then promote the stable development of enterprises [1].

3. THE ENTERPRISE INTERNAL FINANCIAL AUDIT RISK FACTOR ANALYSIS

In the process of internal financial audit of enterprises, it is often affected by many risk factors, which seriously restricts the development of financial audit. In this regard, the relevant staff should strengthen the analysis of internal financial audit risk factors, so as to develop targeted treatment plan.

3.1 Lack of sound institutions

For the development of enterprises, the development of management is of great significance, especially the behavior of managers. If the behavior of managers cannot be guaranteed to play an effective role, it will bring adverse effects to the development of enterprise management. Due to the enterprise operation environment is complex, coupled with the lack of perfect institution, many managers could not realize its own responsibility, not as good as the full implementation of the work, often focusing on enterprise's marketing, production, leading to auditors accrual is blurred, difficult to play an effective role, As a result, enterprises are faced with severe development challenges [2].

3.2 There are problems in the financial audit management mechanism

The financial audit activities of enterprises are derived on the basis of management work. At present, the construction scale of Chinese enterprises is expanding day by day, and the scope of production and business operations are also expanding, which brings greater challenges for the financial audit of enterprises. But at present, our country most enterprise internal financial audit work is not implemented, many still stay on the surface, mainly is the management mechanism is not perfect, plus the practitioners lack of sense of responsibility, can't use their own work experience, knowledge, skills, etc, which leads to the financial audit of enterprises lack of normative, prone to a lot of work, Finally brought a lot of financial audit risk.

3.3 Lack of independence in financial audit

At present our country enterprise financial audit work, itself has the characteristics of complexity, professional, and work with the enterprise internal management are closely linked, involves a lot of the content of the management work, if not to think about the actual development of the enterprise, will lead to financial audit work development blocked, thus causing serious financial risk. At present, our financial audit work lacks independence and many work needs to report to higher

departments, which will easily lead to work limitations and therefore weaken the value of enterprise's financial audit work [3].

4. COPING STRATEGIES

In view of the risk problems existing in the internal financial audit of enterprises, it is necessary to formulate countermeasures in combination with the actual situation of enterprises, constantly improve the ability to prevent financial risks of enterprises, ensure that various risk problems can be solved in a timely manner, so as to enhance the value of financial audit, in order to promote the stable development of enterprises. In this regard, this paper will put forward the following countermeasures:

4.1 Improve financial audit institutions

At the present stage, the market environment is highly competitive. Enterprises should pay attention to financial management if they want to develop in the long run, so they should ensure that the development of financial audit work is reasonable. For enterprises, should further perfect the financial audit institutions, establish a financial report as the core of financial audit, to ensure that conforms to the enterprise development route, encourage enterprises to standardize the financial audit process, further verification of financial report, this is beneficial to strengthen the supervision of corporate financial reporting and to carry out financial audit work more efficient. At the same time, the development of enterprise financial audit can provide a scientific reference basis for decision makers, which is conducive to improving the scientific nature of the whole decision-making, so we should strengthen the perfection of financial audit institutions.

4.2 Improve the internal financial audit mechanism

In the process of enterprise development, the development of the operational activities can not lack of money and support, with the arrival of the new period to innovate financial audit work mode, further widen working ideas, will have a means of normative, systematic application to the enterprise financial audit work, help to enhance the level of enterprise financial audit work. For enterprises, should be combined with their own actual situation to develop internal financial audit mechanism, strictly prevent the internal financial risks of enterprises, avoid serious risks, to ensure that the business activities of enterprises can be smoothly carried out, so as to promote the stable development of enterprises.

4.3 Enhance the independence of enterprise financial audit

In order to make the financial audit work of enterprises more valuable, we should constantly enhance the independence of financial audit of enterprises, which is an important way to promote the smooth development of internal financial audit work of enterprises. For the relevant managers, we should attach importance to the independence of financial audit, strengthen the importance of the financial audit department, ensure that the financial audit is more independent, and create an independent environment for it, which is conducive to reduce various problems and avoid serious financial losses. In addition, it is necessary to further clarify the responsibilities of relevant personnel, so that they can take the initiative to participate in the internal financial audit work, so as to contribute to the development of the enterprise.

5. CONCLUSION

When enterprises carry out financial audit work, they are often affected by various factors, which greatly affect the development of enterprises and is not conducive to play the role of internal financial audit. Therefore, enterprises should attach importance to internal financial audit work, strengthen the internal financial auditing risk factor analysis, and combining with the development of the enterprise to develop coping strategies, in order to improve enterprise financial report is scientific and comprehensive, encourage enterprises to toward the healthy and long-term development direction, at the same time to enhance their ability of risk prevention.

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Teaching Reform and Practice of Database Course for Training Practical Talents

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Abstract: In recent years, the education reform in China has been deepening. In the course of education and teaching, universities increasingly attach importance to the training of practical talents. However, in the concrete process of education and teaching reform, there are also many problems, which need to be attached great importance to the relevant universities. In the reform of database course teaching, colleges and universities should have a comprehensive understanding of the specific problems, and at the same time, make clear the talent needs and requirements of related industries. On this basis, combined with the teaching content and students' development needs, formulate a scientific teaching reform plan, introduce advanced teaching methods, and increase the training of students. Encourage students to become practical talents needed by related industries.

Keywords: Practical talents; Database course; Teaching reform practice

1. INTRODUCTION

Talents have become an important resource needed for economic and social development, and in the process of development of various industries, there is a great demand for practical talents. As an important place to train talents, colleges and universities should also improve the traditional teaching methods scientifically, so as to strengthen the training of practical talents. When carrying out database course teaching, colleges and relevant teachers should make scientific reform on the teaching mode and method based on the employment orientation, so as to enhance the quality of database course teaching, help students better grasp database knowledge, improve students' learning efficiency and effect, and promote the development of students.

2. ANALYSIS OF DATABASE COURSE TEACHING PROBLEMS IN TRAINING PRACTICAL TALENTS

2.1 The teaching method is relatively simple

In recent years, the continuous reform of education and teaching makes a variety of new teaching methods gradually emerge. However, some college teachers still use the traditional single teaching method when carrying out the database course teaching, which leads to the teaching effect can not be effectively improved. In this case, it is also difficult to realize the effective training of practical talents. To be specific, many teachers rely more on their previous teaching experience in the teaching process and do not understand the learning situation of students. They usually use indoctrination teaching method, which is easy to

increase the difficulty of students' learning. Some teachers pay more attention to theoretical teaching and lack the organic combination with practical teaching. In this case, it is difficult to train students' practical ability, affect students' understanding of database knowledge, and thus reduce the actual teaching effect [1].

2.2 The teaching content is monotonous

If the database course teaching is based on the training of practical talents, the students should be cultivated from the three aspects of research, technology and application. However, from a practical point of view, the content of database courses offered by some universities is relatively rigid, and the teaching content lacks timely and effective update, so that the original teaching content is still used in the database teaching, which is difficult to meet the actual needs of practical personnel training. In this case, the teaching quality of database courses will also be reduced.

3. PRACTICAL PERSONNEL TRAINING DATABASE COURSE TEACHING REFORM AND PRACTICE OF EFFECTIVE MEASURES

3.1 Scientific expansion of teaching methods

If colleges and universities want to achieve effective training of practical talents through effective reform of database course teaching, they should scientifically improve the previous teaching methods, introduce advanced teaching techniques, enrich teaching forms, attract students' learning attention, and encourage students to actively participate in database teaching activities, so as to improve teaching effects. At the same time, through appropriate teaching activities, students can exercise the ability of practice, application, exploration and analysis. In the reform of specific teaching methods, college teachers can organically combine traditional teaching methods with modern teaching methods, and in the specific teaching process, students should be taken as the main body of teaching, and take this as the starting point to play the auxiliary role of teachers, so as to help students obtain more knowledge points. At the same time, students should be guided to apply what they have learned to practice and further improve their ability to apply what they have learned. In addition, teachers can combine a variety of teaching methods for comprehensive application when reforming the database teaching method. For example, in the database teaching, teachers can combine the situational teaching and mind mapping teaching to arouse students' interest in learning database knowledge, so that they can take the initiative to understand relevant knowledge and improve their own knowledge structure.

So as to improve the teaching quality of database course [2].

3.2 Reasonable addition of course content

In database course teaching, in order to cultivate students' comprehensive ability and promote them to gradually develop into practical talents, the original course teaching content should be effectively added. When cultivating practical talents, knowledge content of database course should involve three types: research type, technology type and application type. Only in this way can students become practical talents in the process of learning database knowledge. Therefore, database course content needs to have the above three types of knowledge, which requires universities to train practical talents. Increase the knowledge of database course content. In addition, colleges and universities should not only effectively improve the theoretical database course knowledge system, but also add corresponding practical database courses. Teachers are required to combine theory with practice in the teaching process, combine specific teaching content, set up appropriate practical teaching activities for students, guide students to conduct in-depth exploration of the knowledge they have learned, and apply database knowledge reasonably. Complete the corresponding practical tasks. In this process, students can not only have a deeper understanding of database knowledge, but also improve the flexibility of their applied knowledge, enhance their practical application ability and research ability, and lay a good foundation for students to become practical talents.

3.3 Effective application of modern teaching technology

In the process of science and technology development, the application of information technology is more and more extensive, and the organic combination of information technology and education and teaching has improved the efficiency and effect of education and teaching to a large extent. In the reform of database course teaching, advanced information technology can also be introduced to establish a corresponding practical learning platform for students. Teachers can combine the relevant industry positions involved in the database, select appropriate tasks for appropriate improvement, make it a practical learning task for students, and require

students to use the information-based practice platform. Complete the corresponding work tasks, in order to exercise the students' practical operation ability. In addition, teachers can also make use of information technology to provide students with more learning resources, set up learning groups through media platforms, and send explanations of some important and difficult knowledge in the groups to provide reliable materials for students' independent learning, or let students preview in advance. When students encounter problems in learning, they can also use learning groups to seek help from teachers and students. Thus, students' learning ability can be improved to achieve better development [3].

4. CONCLUSION

To carry out effective reform of database course teaching, introduce advanced teaching technology and create a good teaching atmosphere, so as to effectively train students and gradually form practical talents, which can not only promote the development of college education and teaching, but also enhance students' comprehensive ability and play an important role in the future employment development of students. Therefore, relevant colleges and universities should attach importance to the reform of database course teaching, combine with the needs of talent training, formulate a scientific reform plan.

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The Application of Blended Teaching Model in the Reform of Higher Vocational Nursing Education Teaching

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Abstract: Objective: To discuss the application, methods and final effects of the blended teaching mode in the teaching reform of higher vocational nursing education. Methods: Taking the course "Basic Nursing Techniques" as an example, the study was conducted for two parallel classes of senior nursing majors in the school, and an experimental group and a control group were established in turn. the experimental group applied a hybrid teaching mode, while the control group used the conventional nursing teaching method. Results: Compared with the control group, the experimental group performed significantly better than the control group; in terms of independent learning, communication and teamwork, the senior nursing students in the experimental group also performed significantly better than the control group. Conclusion: the blended teaching mode has a better effect on stimulating the learning enthusiasm of senior nursing students and improving the learning quality and efficiency of senior nursing students.

Keywords: Blended teaching; Higher vocational nursing education; Teaching reform

1. INTRODUCTION

Blended teaching mode is the integration of online and offline teaching into one, which can strengthen the learning enthusiasm of senior nursing students and improve their learning performance [1]. For this reason, the school has created a blended teaching platform with the aim of increasing teaching reform and enabling higher vocational nursing majors to achieve networked education. This paper takes the course of Basic Nursing Technology as an example, mainly for the teaching of higher vocational nursing professions to adopt a blended teaching mode, and during the teaching period is divided into a control group and an experimental group, where the experimental group applies the blended teaching mode, while the control group is based on the conventional nursing teaching method. the final conclusion from the results was that the experimental group was stronger than the control group in terms of cultivating higher vocational nursing students' learning initiative, learning interest, teamwork ability and learning performance, which fully proved that the blended teaching mode has more teaching advantages.

2. OBJECT

Taking the course "Basic Nursing Techniques" as an example, the study was carried out for the higher nursing profession and the teaching period was divided

into experimental and control groups in turn, to ensure that there were no significant differences between the two groups in terms of gender, previous examination results, etc. During the nursing teaching period, the experimental group is taught in a mixed mode, while the control group is taught in a conventional nursing way.

3. METHODOLOGY

3.1 Experimental group teaching method

Teachers should transmit the course content to the platform so that senior nursing students can understand the key points and difficulties in classroom teaching in advance. Then senior nursing students are required to find the learning tasks through the Internet and establish the key points in the knowledge content. If during the pre-course pre-study they find problems that are difficult to understand, they are required to discuss them with the teacher online in a timely manner. the teacher is also able to use the online platform to understand the effectiveness of the senior nursing students' pre-study and to arrange the teaching content according to the quality of their pre-study. Teachers should use the platform to obtain teaching data, focus on the learning effect of senior nursing students and the feedback from senior nursing students, and then explain the content that is difficult for senior nursing students to understand until senior nursing students fully understand it. the teaching lectures were also conducted to grasp the learning situation of the senior nursing students so as to ensure that the subsequent teaching work could be carried out smoothly.

3.2 Teaching methods of the control group

The control group is taught by pre-course pre-reading, classroom lectures and post-course revision in accordance with the nursing teaching objectives and content. the pre-course pre-reading is to allow the senior nursing students to analyse the teaching content before the class, although there are no clear rules on the pre-reading method. the classroom lecture is to explain the key points and difficulties encountered by the senior nursing students in the pre-study, so that they can master the teaching content in depth. the post-class review is the teacher's arrangement of the review content, so that senior nursing students can remember what they have learned more deeply.

3.3 Evaluation indicators

3.3.1 Assessment results

Both the experimental group and the control group should adopt the same assessment method, with the usual and final theoretical examination scores

occupying 40% and 60% respectively. the final examination questions are mainly in the areas of multiple choice, terminology explanation, short answer and exposition, with a total score of 100 points. the examinations are arranged through the Academic Office and the examinations are closed book. All are marked by the teachers in a uniform stream according to the marking criteria set and the results are also accounted for.

3.3.2 Evaluation of teaching effectiveness

After the completion of the classroom teaching, the quality of learning of the senior nursing students in the experimental and control groups was analysed and evaluated by means of a self-designed questionnaire with five items, any of which had three choices, namely agree, disagree and unsure. This questionnaire was used to further understand the learning effectiveness of the nursing students in the experimental and control groups.

3.3.3 Comprehensive learning ability

The self-designed comprehensive learning ability assessment scale for senior nursing students includes three aspects of self-management, knowledge comprehension and teamwork level, with a total score of 10 for each item, and a high score means that senior nursing students have good learning effect.

4 RESULTS

4.1 Comparison of assessment results

The average score of the experimental group was 94.73, the average score of the usual score was 93.16 and the average score of the theoretical score was 85.65, while the average score of the control group was 84.14, the average score of the usual score was 78.14 and the average score of the theoretical score was 76.27. Through comparison, it was understood that the experimental group's performance was significantly better than that of the control group.

4.2 Comparison of teaching effectiveness

Teaching is attractive: 59% of the experimental group chose the "agree" option and 40% of the control group; 37% of the experimental group chose the "not sure" option and 42% of the control group; 2% of the experimental group chose the "disagree" option and 3% of the control group. the proportion of those who chose the "disagree" option was 2% and the proportion of the control group was 3%.

The teaching was enlightening: 71% of the experimental group chose the "agree" option compared to 31% of the

control group; 4% of the experimental group chose the "not sure" option compared to 32% of the control group; 0% of the experimental group chose the "disagree" option compared to 9% of the control group.

The results fully demonstrate that the higher level nursing students in the experimental group found the teaching to be sufficiently engaging and stimulating compared to the control group. This is a good indication that the blended mode of teaching can motivate senior nursing students to learn senior nursing courses and also improve critical thinking.

4.3 Comparison of comprehensive learning ability

The average score of self-management ability of the experimental group was 8.13; the average score of the control group was 5.22; the average score of information acquisition ability of the experimental group was 7.89; the average score of the control group was 6.74; the average score of collaborative cooperation ability of the experimental group was 8.49; the average score of the control group was 8.48.

The results show that the experimental group scored significantly better than the control group on the comprehensive learning ability assessment scale, which shows that the blended teaching mode is more effective in improving the comprehensive ability of senior nursing students.

The blended teaching mode can stimulate the learning enthusiasm of senior nursing students, improve the quality of learning and comprehensive ability, and also can lay a good foundation for future learning, so relevant educators should increase the application of the blended teaching mode.

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How To Optimize Regional Economy and Promote Regional Development of Rural Economy

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Abstract: Regional economy, also known as regional economy, occupies a friendly position in the process of social and economic construction and development. It is mainly influenced by geographical, historical and religious factors in different regions. People's production and life have more unique thoughts and culture, which leads to the special characteristics of economic development in the region. But our country as a big agricultural country, there are more rural areas and they are widely distributed. If the low level of economic development in rural areas, it is easy to affect the construction and development of social economy and national comprehensive strength; Therefore, relevant departments need to pay more attention to the economic construction of rural areas, and promote the regional development of rural economy with the help of regional economic optimization, to lay a solid foundation for the improvement of social and economic level.

Keywords: Regional economy; Rural economy; Regional development

1. THE COMMON PROBLEMS OF RURAL ECONOMIC REGIONALIZATION DEVELOPMENT

1.1 The production efficiency of traditional agriculture is low

Under normal circumstances, in the production and construction process of some rural areas, their economic strength is low, farmers' own economic strength cannot use modern technology and equipment, the process of agricultural production is still using traditional technology, the harvest of crops or livestock products only meet the needs of daily life, or even insufficient, fully demonstrates the low efficiency of traditional agricultural production. In addition, some agricultural production processes are affected by factors such as variety and quality, which further limits the improvement of agricultural economic development level [1].

1.2 Slow development of small and medium-sized industry and commerce

In the process of social and economic construction, industry and commerce are the key and core links, which play a great role in promoting social and economic development. However, in most rural areas, the scale of relevant industry and commerce is small, and most of them are small and medium-sized enterprises. Meanwhile, due to the semi-self-sufficiency of rural economy, the industrial construction and

development are restricted and hindered. And then affect the improvement of economic development level in rural areas; Moreover, local government departments lack rationality in industrial layout planning, which has a negative impact on collective economic development.

1.3 The process of urbanization lags behind

In the process of modern agricultural construction and development, it has greatly promoted the development of urbanization. A considerable number of rural personnel have changed from traditional agricultural household registration to urban household registration, which provides sufficient convenience and guarantee for the increase of rural income level, rural demand and market expansion, and drives the improvement of the overall rural construction and modernization development level. However, due to the large number of fields and contents involved in the development process of urbanization, it is easy to be affected by adverse factors and obstructed, resulting in a serious lag in the development process of urbanization and a certain restriction on the development of rural economic regions.

2. OPTIMIZE THE STRATEGY OF REGIONAL ECONOMIC DEVELOPMENT

2.1 Strengthening macro-control work

In the process of social and economic construction and development, in order to optimize regional economic development, the local government and relevant functional departments need to give full play to their own value role, strengthen the macro-control work, conduct in-depth investigation and analysis of the economic development and market operation of each region, so as to make scientific regulation and control for reference, and formulate targeted and flexible regional economic development policies. For example, some enterprises are granted tax exemption policies, and some agricultural technology enterprises are provided with technical and financial support, so as to facilitate the smooth development of rural economic regionalization.

2.2 The color of administrative divisions should be diluted

In the process of regional economic development, the functions of relevant regions occupy the key core position. In order to avoid the actual work being affected, government departments need to control and reduce the influence and interference of administrative regional planning, and reduce the boundaries between departments and regions, so as to promote the economy

and resources of different regions to fully integrate and complement each other's advantages. At the same time, strengthen the linkage between different regional markets and industries to realize the optimization and adjustment of industrial structure; At the same time, government departments can support local leading enterprises and organize technical personnel to establish exchange and cooperation platforms, so as to facilitate cooperation and coordination among different enterprises and promote the improvement of local economic construction and development level [2].

2.3 Overall planning and adjustment of regional interests

In addition, due to the influence of different regional topography, geology, natural climate, culture and other factors, there will be great differences in the level of economic construction and development of different regions. For example, the eastern coastal areas of China have many advantages in geographical location and resources, so that the economic level of this region is higher than that of the central and western regions, which leads to the unbalanced phenomenon of regional interests. Relevant departments need to pay more attention to this problem and strengthen the overall planning and adjustment of regional interests, to provide some preferential policies for areas with low economic level, and organize a number of modern and diverse talents to help the local economic construction development, so as to realize the balanced stability of various regional economic development and lay good foundation for the overall sound development of our social economy.

3. MEASURES TO PROMOTE THE REGIONALIZATION OF RURAL ECONOMIC DEVELOPMENT

3.1 Enhancing regional cooperation

At present, in order to strengthen the promotion of regional development of rural economy, relevant departments need to strengthen and improve the level of regional cooperation, fully integrate and utilize the unique local culture and resources, invest a large amount of capital resources, introduce advanced agricultural technology and development concept, and invite some enterprises to enter and scientifically plan the local industrial structure. We will ensure the improvement of the development level of rural economic areas.

3.2 Strengthening integrated development of industrial distribution

Generally, in order to strengthen and improve the level of economic development in rural areas, some government departments have introduced a large number of enterprises and established a large number of industrial groups in the local area, thus forming the integrated development of industrial distribution. In the later work, the local government and agricultural departments need to carry out unified planning and allocation of agricultural production resources and scientific planning and control of the agricultural

production process, so as to realize the centralized purchase and sale of agricultural products, reduce the cost increase caused by intermediate links, and provide more benefits for farmers. At the same time, government departments can introduce advanced technology and talents, improve and optimize innovation for the development of agricultural industry chain and deep processing, form green organic, pollution-free and health food, and further improve the effectiveness of regional development of rural economy.

3.3 Improving urban and rural development

In addition to the above contents, in order to enhance the regional development level of rural economy, local government departments can also improve the level of urban and rural construction, realize the integrated development of urban and rural construction, and invest a large amount of capital resources, human and material resources for it, so as to promote the continuous improvement of the rate of labor flow between urban and rural areas. In addition, preferential policies and social security measures are formulated. To control and reduce the gap between urban and rural areas; On the other hand, government departments can regulate some urban resources so that they can coordinate, integrate and complement each other with agriculture-promoting resources, so as to promote the development of rural economic regionalization [3].

4. CONCLUSION

To sum up, as an important link of social construction and national development, rural areas' economic development level affects the overall development of social economy. Therefore, relevant departments need to pay more attention to the economic construction and development of rural areas, innovate the concept and model of economic construction and development, and optimize and innovate their development pattern with the help of regional economic development. Strengthen and improve the level of regional cooperation, and realize the integration of industrial layout and urban and rural construction, promote the improvement of the development level of rural economic regionalization, so as to promote the progress and development of rural areas and the overall social economy.

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Research On the Cultivation of Entrepreneurial and Innovative Talents for Chain Operation And Management Specialty

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Abstract: Along with the continuous development of economy and society, our market economy is improving day by day, people's consumption power is improving, at the same time, also promote the continuous development and growth of chain operation industry, this needs to build a set of matching can carry on effective operation and management system. Therefore, in the process of education, we should pay full attention to this new demand, constantly optimize and improve the course system of chain operation and management, improve the teaching quality of the course, so as to lay a good theoretical foundation and practical support for the development of chain operation and management courses, so that students can better meet the needs of the society and the market.

Keywords: Chain operation and management; Professional innovation and entrepreneurship; Personnel training

1. CURRENT SITUATION OF TRAINING OF PROFESSIONAL TECHNICAL PERSONNEL IN CHAIN OPERATION AND MANAGEMENT

1.1 Lack of innovative education concepts

In our country, with the rapid development of economy and culture, many industries have been rapidly developed. As a result, the chain business is constantly changing. In view of the current situation, most teachers in colleges and universities lack certain professional theory and practical experience, which makes them unable to innovate their own ideas in a timely manner, and thus unable to adapt to the development of chain business industry and the trend of the development of the Times. However, this has also resulted in the backward education methods and ideas of many colleges and universities, unable to timely adjust the concept of talent training, resulting in the low quality of education for students, students can obtain the quality of education can not meet the requirements.

1.2 Traditional education methods make students less active in learning

Due to the high practicability of this course, it is necessary to strengthen the training of students' practical skills in teaching, so as to better meet the needs of society and enterprises for talents. However, judging from the current situation, most chain operation and management courses are still in the form of basic courses. In this teaching mode, all students are gathered in class, and the teacher explains and extends the contents of the textbook, so that students are in a passive

learning state [1]. Although this traditional and rigid method is convenient for teachers to teach, it will cause a great negative effect on students' learning, because students' learning is only on a superficial level, simply rely on memorizing and memorizing theoretical knowledge, and when it comes to practical application, due to the lack of practical experience, there will be various problems, which is not conducive to play their main role. It is difficult to develop independent thinking and exploration spirit. Moreover, in this process, students' learning results are not satisfactory and they cannot fully understand what they have learned, so they will get tired of what they have learned and lose their enthusiasm for learning, which makes their learning state gradually decline.

1.3 The way of practice is not perfect, lack of practical application

As a practical comprehensive subject, there are a lot of practical problems in the teaching process. For example, the development of chain stores, market positioning and collocation of chain stores, as well as the purchase and distribution of chain store products, all attach great importance to practical operations. In the process of education, simply teaching theoretical knowledge, while ignoring the cultivation of practical ability, will inevitably make the teaching effect greatly reduced. However, in the current colleges and universities, although it is possible for students to conduct operation simulation on the computer through information technology, there is still a certain distance between it and the actual social experience. Therefore, there is still a lack of training effect, resulting in the lack of students' practical application ability.

1.4 Lack of depth and breadth of school-enterprise cooperation

Currently, some colleges and enterprises in our country have carried out a lot of communication and cooperation, and jointly developed professional training of chain operation and management, and gained some results. However, this kind of cooperation is only superficial, and the training method is also very simple. For example, in collaborative training, the school and enterprise only sign the training agreement, but do not carry out real and effective practice, and the training is still dominated by the school. During this period, the enterprise only gave the students a chance to investigate and practice, which is basically a tour of the enterprise, and practice is just a basic job for the students, which is not conducive to the

improvement of the students' professional quality and skills, so the training results are not ideal.

2. TRAINING MEASURES FOR COLLEGE CHAIN OPERATION AND MANAGEMENT INNOVATION AND ENTREPRENEURSHIP TALENTS

2.1 Strengthen the practical experience of teachers and improve the personnel training system

First of all, teachers are the leaders of education. If teachers have poor professional quality, lack of working experience in chain operation enterprises, and are not familiar with the working system of chain operation industry, it will be difficult to provide students with appropriate guidance, even more difficult to improve students' professional quality and skills. Therefore, in this situation, colleges and universities should timely change their ideas, make full use of their training function for teachers, actively communicate and contact with enterprises, and strive to carry out practical cooperation with enterprises. On this premise, teachers of the school are allowed to go deep into the frontline of the enterprise to carry out work. With the help of enterprise experts and through practical experience, teachers will have a more profound understanding of the enterprise's requirements for talents, so as to improve their actual education level.

2.2 Adopt a variety of effective ways to teach, mobilize the enthusiasm of students

First of all, "flipped classroom" is applied to change the teaching method of "emphasizing theory and neglecting practice" into "combining theory and practice". In the current college teaching, classroom learning is the main learning, and after class, through some practice to strengthen the content. This method not only has no significant effect, but also increases students' academic pressure, resulting in low learning efficiency. In view of this situation, flipped classroom can be promoted in teaching and integrated with Internet +, so that students can take the initiative to learn after class. In addition, students can be guided to deepen their understanding of knowledge and realize effective transformation of knowledge through flipped classroom, preview and review after class, and independent learning after class [2]. After students have a certain understanding of

relevant theoretical knowledge through flipped classroom, they can fully apply it in class, communicate and discuss with teachers, and carry out simulation and practical operation, so as to achieve the purpose of converting theory and practice and improve students' practical operation ability.

2.3 Integrate theoretical education with practical application

First of all, to carry out practical training in the form of competition. Schools and teachers should actively encourage and guide students so that they can actively participate in various activities related to chain operation and management, such as "Internet +" innovation and entrepreneurship competition, chain operation and management ability competition, etc. In addition, schools can also hold various competitions, such as goods placement and commodity display technology, so that students can put what they have learned into practice in the competitions, so as to improve their ability to integrate theory with practice.

3. CONCLUSION

In a word, in today's world, with the rapid development of economy and society, the market needs more chain operation and management talents. However, there are still many problems in college education that need further exploration. Therefore, in the process of education, colleges and universities must work out a set of effective countermeasures according to these problems to deal with these problems in a timely manner, so as to improve and innovate the way of education, better train students, promote their growth, and make students become high-quality innovative and entrepreneurial talents who can meet the needs of society and enterprises.

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Development Strategy of Our Modern Trade Logistics Industry Under the New Normal of Economy

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Abstract: Under the new normal of economy, commercial logistics industry must be closely combined with other industries. Our modern trade and logistics industry continues to grow steadily while developing rapidly. It is necessary to actively promote the transformation and upgrading of the circulation industry and realize the positive interaction between production, circulation and consumption. While strengthening the construction of logistics infrastructure, it is also necessary to vigorously promote the development of logistics parks. Strengthen logistics technology innovation and personnel training. We will raise the informatization level of the commercial and logistics industry and build a modern commercial and logistics service platform. Constantly improve the commercial logistics management system, promote the healthy development of modern commercial logistics industry.

Keywords: Economic new normal; Modern commerce and trade; Logistics industry; Development strategy

I. UNDER THE NEW NORMAL, THE CURRENT SITUATION OF OUR COMMERCE AND TRADE LOGISTICS INDUSTRY

The development of modern trade logistics industry has become an important safeguard for the rapid development of our national economy. Under the new economic normal, the development of Chinese trade logistics industry has made great achievements. Especially, the logistics industry is more and more closely linked with manufacturing industry, which provides more convenient and efficient services for production enterprises, and promoted the development of manufacturing industry in our country to a certain extent. At present, as our economic development enters a new normal, Chinese trade logistics enterprises gradually begin to transform and upgrade, and the demand for logistics functions and services is constantly expanding. Through the integration of logistics functions and service demands, the rapid development of trade logistics industry is promoted. For example, in recent years, logistics enterprises provide transport services to business enterprises. From the past single transportation to provide transportation, distribution, warehousing and a series of services. Secondly, business logistics enterprises have formed obvious advantages in the market competition. For example, some large logistics enterprises continue to explore new business models and adopt advanced logistics technology and equipment to reduce operating costs.

Some logistics enterprises began to connect with the manufacturing industry. In this way, the most valuable resource in manufacturing is put to good use. Under the new normal of the economy, the development status of our trade logistics industry is mainly reflected in the following aspects:

1.1 The industrial structure has been continuously optimized

1.2 The third-party logistics industry is developing rapidly

1.3 A modern logistics service system is taking shape

1.4 Information technology has been widely used in the commercial logistics industry

2. ANALYZES THE CURRENT SITUATION OF OUR COUNTRY'S TRADE LOGISTICS INDUSTRY DEVELOPMENT UNDER THE NEW NORMAL

At present, the overall scale of Chinese commerce and trade logistics is still small and does not match with our huge economic total. The main reason is that trade logistics infrastructure is relatively backward. Due to the influence of history and geographical location, several regional markets have been formed in our country. However, due to the lack of unified planning and effective integration of these regional markets, vicious competition and resource waste have been formed. In addition, due to the limited capacity of logistics enterprises, backward logistics technology, low level of information, the service function is not complete, low efficiency, high cost problems.

3. THE DEVELOPMENT STRATEGIES OF CHINESE TRADE LOGISTICS INDUSTRY UNDER THE NEW NORMAL

3.1 Actively promote the transformation and upgrading of the circulation industry, and achieve a positive interaction between production, circulation and consumption

At present, our country is in an important period of transformation from a big country of production to a big country of circulation, we must actively promote the transformation and upgrading of circulation industry, which needs to start from the following aspects [1].

First, we should actively promote the large-scale operation of the circulation industry. We will continue to develop wholesale, retail, e-commerce, modern logistics and other business forms, and promote large-scale and intensive market operations. We will vigorously develop chain operations, strengthen support for the development of small and medium-sized

enterprises, and encourage enterprises to develop chain operations in rural areas. Promote the association of agricultural products circulation enterprises with agricultural production enterprises and processing enterprises, and explore various forms of production and marketing linkage mechanisms such as "connecting agriculture and supermarkets" [2].

Second, we should constantly promote the innovation and transformation of circulation enterprises. We will encourage circulation enterprises to carry out e-commerce and the "Internet Plus" initiative, and actively use Internet technology, cloud computing, big data and other next-generation information technologies to raise the informatization level of the circulation industry. Large retailers and brand owners are encouraged to develop third-party logistics. Encourage traditional commercial enterprises and third-party logistics enterprises to strengthen cooperation, through information means to achieve a high degree of integration of logistics and information flow.

Third, we should continue to promote the optimization of industrial distribution in the distribution sector. We will integrate and optimize the allocation of existing resources, and support cross-regional and cross-industry mergers and reorganizations of large circulation enterprises. Guide and encourage small and medium-sized circulation enterprises to take the development road of specialized division of labor, horizontal association and cross-industry operation, and promote the formation of a group of highly specialized and large-scale logistics suppliers and service providers. We will further improve the construction of information infrastructure such as the national logistics public information platform, raise the level of information exchange and sharing in the circulation field, and promote the sharing of commodity trading information.

3.2 Strengthen the construction of logistics infrastructure and vigorously promote the development of logistics parks

Logistics infrastructure is the carrier to support logistics activities. the development of logistics parks can effectively realize the connection of logistics infrastructure, and is an important engine to promote the transformation, upgrading and leap-forward development of our commercial logistics industry. Strengthening the construction of logistics infrastructure and vigorously promoting the development of logistics parks is conducive to solving the problem of lack of logistics facilities, providing basic guarantee for commercial logistics industry, improving the competitiveness of commercial logistics industry, and thus promoting the healthy and rapid development of modern commercial logistics industry.

3.2.1 Make full use of the existing facilities, places, sites and other resources to build a modern logistics park

On the one hand, we should use the existing facilities, places, sites and other resources to build a modern logistics park, on the other hand, we should use the existing equipment conditions to build a modern

logistics park, so as to build a set of perfect and efficient modern commercial logistics system.

3.2.2 Strengthen the construction of urban and rural distribution facilities.

In large and medium-sized cities, urban distribution and rural distribution infrastructure construction should be accelerated to promote urban-rural two-way circulation. Industrial and commercial enterprises are encouraged to set up distribution centers by themselves, jointly or using existing warehouses and other sites. We will vigorously promote the urban joint distribution model, standardize its management, and strengthen monitoring and evaluation of the development of the urban joint distribution system. We will encourage and support wholesale markets for agricultural products, commercial and trade centers, large supermarkets, and food markets to extend their service networks to rural areas by relying on their own functions and geographical advantages.

3.2.3 Strengthen the progress of logistics technology and personnel training

First, logistics enterprises are encouraged to transform to logistics system integration, and modern logistics enterprises are encouraged to adopt advanced information technology, improve the informatization and automation level of logistics process, and promote the development of modern logistics industry to the direction of specialization and scale.

Second, large logistics enterprises are encouraged to carry out the research and application of supply chain management, support their establishment of supply chain management-oriented information system, and promote the integration of logistics information resources.

The third is to guide and support industry associations, universities and scientific research institutions to carry out research and cooperation in logistics equipment, technology, standards, personnel training and other aspects, build industry technology innovation platform, accelerate the development and promotion of logistics key generic technologies.

Fourth, strengthen the cultivation of commercial logistics industry personnel, accelerate the construction of commercial logistics industry personnel by setting up special funds for the development of commercial logistics industry and carrying out modern commercial logistics industry personnel training projects

3.2.4 Science and technology innovation strategy

If an industry wants to survive and develop sustainably, it must have technological innovation. Only technological innovation can improve the service quality of our modern logistics industry in an all-round way, so that enterprises can operate better and provide better protection for customers. We will combine big data, cloud computing, Internet, Internet of vehicles and other technologies to accelerate the development and construction of logistics public information platform, so as to comprehensively improve the informatization and intelligent level of the industry. Strengthen the research and development of logistics industry technology

equipment, accelerate the logistics industry equipment update. In order to promote the development of domestic logistics transportation, it is important to develop logistics transportation technology and equipment related to it. Encourage enterprises to carry out independent technological innovation and research and development work, promote the in-depth combination of production, university and research, and promote the research and application of new logistics technology and new methods from the perspective of market demand.

4. CONCLUSION

In summary, under the new normal, the modern commercial logistics industry is facing new opportunities and tests. In this process, the modern commercial logistics companies should identify their

future development trend, and take this as the basis to introduce advanced technology and innovative development mode, so as to promote the development of the logistics industry.

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Key Technology Analysis of Battery Management System for Electric Vehicle

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Abstract: The production and sales of electric vehicles increased sharply. In the rapid development, the BMS plays an important role as the core technology. This paper analyzes the BMS of electric vehicle. The key technology and existing problems of BMS are elaborated, which has important value for prolonging the battery life, increasing mileage and the reliable and stable use of the whole vehicle.

KeyWords: New energy vehicles; Pure electric vehicle; Battery Management System; key technologies of BMS

1. INTRODUCTION

New energy vehicles have been developed rapidly in the present situation of acute shortage of petroleum energy and increasingly serious environmental pollution. According to data from the China Association of automobile industry, between January and September 2017, production and sales of new energy vehicles reached 422, 000 and 398, 000 units respectively, up 40.2 percent and 37.7 percent year-on-year, of these, 348, 000 and 325, 000 electric vehicles were produced and sold, up 51.6 per cent and 50.1 per cent respectively from the same period last year. From the above data analysis can be seen that new energy vehicles, especially pure electric vehicles have become the future trend of automotive development. However, as the power source of EV, the battery is not only the bottleneck of the development of EV, but also the key factor that leads to the high price of EV. Therefore, BMS plays an important role.

2. THE FUNCTION OF BMS

Battery pack is the core component which provides the driving electric energy for the entire vehicle, at present, lead-acid batteries, nickel-hydrogen batteries and lithium-ion battery batteries are the main power batteries used in electric vehicles. All kinds of batteries have the same basic structure of power battery package, including single battery pack, sampling and control module, electrical system, heat management system, box and BMS.

BMS is closely related to the power cells of electric vehicles, whether the vehicle is being charged or in normal operation, BMS needs accurate and reliable real-time detection and diagnosis of the current, voltage, temperature and other states of the cell, the measurement data are transmitted to the on-board monitoring system and charger by internal can and fast charge can, so that the BMS adopts the optimal control strategy to extend the range and service life of the Power Battery. BMS reports the battery information to the vehicle controller through the vehicle can line. the basic

functions of the battery management system mainly include the collection of battery status data, the monitoring of battery status, the balanced management of battery capacity, the heat management, the safety protection, etc., in general can be divided into detection, management and protection of three major parts.

3. KEY TECHNOLOGIES OF BMS

At present, a lot of researches on BMS have been done at home and abroad, and a series of successes have been achieved. According to the existing technology of our universities, some electric vehicle manufacturers and power battery providers have done a lot of research in the following aspects, a series of results were obtained as follows:

3.1 Improving the stability and accuracy of dynamic parameter acquisition;

3.2 SOC evaluation of Power Battery;

3.3 Battery model construction;

In this paper, the key technologies of electric vehicle BMS applied in SOC accurate evaluation, battery equilibrium management and battery heat management system are analyzed in detail.

3.2 BMS SOC evaluation method

That is battery residual capacity. At present, a lot of research has been done on SOC evaluation method at home and abroad, in order to get accurate SOC evaluation value and keep it in a reasonable range, therefore, the irreparable damage of the battery caused by overcharge or overdischarge can be prevented. the higher the accuracy of SOC estimation, the greater the range for a battery of the same charge.

At present, a lot of research has been done on SOC evaluation at home and abroad, including time-saving integration method, open-circuit voltage method, internal resistance method, linear model method, neural network method, Kalman filter method, etc., the ampere-time integral method is one of the most commonly used estimation methods. If you set the battery's initial SOC value to SOC₀, the current SOC value is:

$$SOC = SOC_0 - \frac{1}{C_t} \int_0^t \lambda \cdot idt$$

Where Soc₀ is the initial value, CT is the rated capacity of the battery, for the coefficient of different states, I is the discharge current. If the current measurement is not accurate, it will cause the SOC calculation error, which will be accumulated for a long time, and the error will be larger and larger.

3.3 BMS balanced management

BMS balanced management is to prevent the power battery pack cell voltage, electricity and other

parameters of the inconsistency, that is, the use of the vehicle or the charging process of the single battery charge balance, make all its parameters the same. It can be said that the balance of the battery pack is crucial.

At present, the battery equalization management technology mainly includes passive equalization and active equalization, although the role of both active and passive equalization is to eliminate the inconsistency of the single battery, but the implementation principle of the two is very different.

3.3.1 Passive equilibrium

Passive equalization appeared earlier and is still widely used by many battery manufacturers because of its simple circuit and low cost. the principle is based on the battery power and voltage proportional to the relationship, according to a single series of battery voltage data, the high-voltage battery energy through resistance discharge to achieve a low-voltage battery power to maintain the same state, for example, if the minimum voltage of a single battery pack is 3.75 V, then all single battery packs that exceed 3.75 V will start to discharge equalizing.

It can be seen from the principle and schematic diagram of passive equalization that the main purpose of passive equalization is to convert the energy in a high-capacity battery into heat through resistance. the efficiency of the battery is low, and there are a series of disadvantages such as bad heat dissipation.

3.3.2 Active equilibrium

Because of the limitation of passive equilibrium, the concept of active equilibrium was put forward and developed rapidly. the principle of active equalization is the opposite of passive equalization. the advantages of active equalization are low loss, high efficiency, small proportion, fast effect, but complex structure, and may cause irreparable damage to the power battery pack.

From the above analysis, we can see that passive equilibrium and active equilibrium have their own advantages and disadvantages. Generally, passive equalization is suitable for small-capacity, low-series-number lithium battery pack applications, while active equalization is suitable for high-series-number, high-capacity power lithium battery pack applications.

3.4 BMS thermal management system

BMS thermal management system is used to ensure that the battery pack in the appropriate temperature range of the whole system, including the battery box, heat transfer media, monitoring equipment and other components. the main functions of the battery heat management system are: accurate measurement and monitoring of battery temperature; effective heat

dissipation and ventilation; low-temperature conditions of rapid heating. the key technologies of BMS thermal management system for electric vehicle are:

3.4.1 To ensure the best performance of Power Battery It is necessary to keep its working temperature in the optimal working temperature range no matter what temperature or any working condition.

3.4.2 The calculation of battery thermal field and temperature prediction

It can calculate the temperature field inside the battery by mathematical model

and predict the thermal behavior of the battery, which is a necessary step for BMS thermal management system.

3.4.3 The structure design of parallel ventilation and heat dissipation is adopted

The temperature difference among the modules in the battery box designed with the parallel ventilation structure will lead to over-charge or over-discharge of some batteries, which will affect the life and performance of the batteries, and result in the hidden danger of safety. In order to make the heat dissipation of the single cell in the whole battery pack even, the parallel ventilation is usually used, so that the air flow is distributed more evenly among the modules of the battery, thus ensuring the consistency of the temperature of each single cell pack in the battery pack.

4. CONCLUSION

As the core of electric vehicle-power Battery system management technology, there are still many functional deficiencies. At a time when electric vehicles are booming, the functionality of BMS can be refined through the accumulation of data and technology, hardware design, and improved software adaptability and Low-power Electronics. Therefore, the function of battery management system can be improved by modifying the factors of temperature, charge rate, aging and self-discharge, it has certain significance to increase the range.

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A Comparative Study on View of Love Between Youths in America and China

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Abstract: The world has entered the era of global village, and the international communication and exchanges are increasingly frequent. In this circumstance, all kinds of communication and negotiation in all aspects and areas between China and America are in the spotlight. With the development of era, Chinese and American young people have more choices and pursuit in the aspect of love. Analyzing the differences between Chinese and American culture through the love ideas and thoughts is the need of times. This paper attempts to research and discuss the love ideas and thoughts of Chinese and American young generation and hopes to inspect the differences of Sino-American culture in loving aspect and marital value to trigger people's thinking of the way of thinking, value orientation, social code etc. of Chinese and Americans and thus let people know more about the differences of Sino-American culture.

Key Words: Love; Culture; Thoughts; Behavior; Sino-American; Communication

1. INTRODUCTION

Love is a commonplace subject, but beautiful and desirable love is also a eternal classical topic. There are descriptions of love from ancient times to now both in the West and in the East. Certainly, it takes a very great length to praise, pursue and plait love from poetry and prose to movies and music in modern times. Love is safe for all age and then virtual love behavior happen.

Since the reform and opening-up, in many Chinese eyes, most American young people are open, unconstrained and not responsible in love. We have learned that we should keep the positive attributes of flash while removing the negatives to the foreign culture from the times of middle school. However, many social problems, such as sexual crime, high divorce rate etc. happens frequently in China. It seems not to meet the demand we hope. the reason, I think, is that we are not enough to understand the differences of Sino-American culture and the life and values of American young people, more broadly, of western people. As a result, we understand different cultural behavior based on our traditional concepts and inherent culture, and then mistakes happen.

2. LITERATURE REVIEW

Both American and Chinese will undergo a process that from seeking in a mate on social level to specific love and even marriage. the similarities and differences of American and Chinese young people's love in these many ways have roots in their different traditional thoughts, social culture and cultural environment. Based

on this, many people have made different research and study. For example, it has been elaborated that people of different culture have different actions in different fields [1]. This paper emphasizes on studying the similarities and differences of American and Chinese young people's love from the perspective of historical development and the communication of modern culture to make them understood and promote the cross-culture communication.

3. THE VIEW OF LOVE BETWEEN AMERICANS AND CHINESE

3.1 The View of Love in America

3.1.1 Different Recognition of Love Between Chinese and Americans

Now, with a large number of interacting of media and culture, we can watch a lot of US TV series and read plenty of British and American literature. We often can not understand some scenes of love in many US TV series. For example, in the first season of Grey's Anatomy, the two protagonists can develop their relationship with a good first impression. But it seems difficult to admit that they have fallen in love with each other. the Big Bang Theory has the same scene.

It involves two concepts: date and relationship, or love affairs. As to dating, subconsciously, Chinese people will think that it is the behavior of couples already in relationships, that is, establishing the love relationship then dating. Whereas, in the concept of American people, their behavior is opposite to Chinese. Their love process can be divided into two parts: dating and then establishing love relationship [2].

Therefore, in America, only when they go dating for a certain time and have a good understanding of each other's character, moral quality, thoughts and aspiration etc. they will start to consider being in relationship with each other, in other words, establishing love relationship [3]. Then they will regard each other as boyfriend or girlfriend and think they are in a relationship and farewell single. So American think that date, strictly speaking, is a phase loving in soul but living in single [4].

3.1.2 The Conception of Love in America

If dating is simply hormone affection, relationship means that the two person have already fallen in love. Consequently, relationship is more steady, more responsible and serious than dating. If one is in a relationship with someone, that means he/she will reckon with the future together and deem the other side is very important in his/her life. He/She hopes that the relationship can be long-lasting and settle into marriage.

After in relationship, both sides need spend much energy and time in managing the emotion, or love. They will do more sacrifice and compromise and bear more responsibility. Only when unmarried and not in a relationship, American have relaxed sexual attitude and freedom. If they are in a relationship, they must be loyal to the other side both in emotional and physical. Otherwise, it is cheating and they will be seriously condemned in moral.

When watching the films and television programs that can reflect American's love and social state, such as American Pie, Grey's Anatomy, Friends, etc. we will be confused at first, and then understand. Partner, in a certain sense, is a social concept, not a companion that can live together.

As a group, American pay more attention on present feeling, so their love is more emotional. Not every one falling in love will be regarded as the marriage partner. They need understand and get along with each other. American culture emphasizes individual identity and freedom and advocate individualism. Therefore, in matters of love, they attach more importance to the feeling of love.

3.1.3 The Attitude of American Parents towards Their Children's Love

Chinese parents are strongly opposed their children to falling in love. Unlike Chinese parents, American parents support and encourage their adolescent to fall in love. When the adolescent become adult, they will have a better recognition about love and gradually form a love conception with self-awareness. This experience can help children find a suitable love object when they enter adulthood [5]. So I think this is also a way of showing respect for normal pursuit of natural person. Because everyone is an individual, the nature should not be strangled.

3.2 The View of Love in China

3.2.1 The Traditional View of Love in China and Its Changes

Relatively, what is the love conception of Chinese people? Though we are all among it, we have different choices. Influenced by the traditional thoughts, we can not abandon our tradition. Chinese people should obey the Confucianism thoughts and principle of feudal moral conduct, so people in different states have different behavior and thoughts. Therefore, Chinese society is relatively complicated; many things can not be understood for foreigners. Nonetheless, it is not difficult for people who live in this society. the problem is we want to choose but we have no choice. the movie Matrix says that there are 10% people can not be enrolled in society program, so they feel out of place and have more life troubles. In fact, I think, that is how it is in real life, too. Some people indeed can not be adapted to the life that is constrained by traditional thoughts, custom culture and social environment. American people have more choices so they have more life style and manner. the traditional love conception of Chinese is entirely contrary to American's.

The love of Chinese people is realistic and rational more or less. Our nation is with an eye on the future, so when we fall in love we aim for marriage. This is inevitable involved in concrete benefits mentally and materially. For example, whether the male has economic strength or not, the female must give the male face, etc. However, being attracted is not quiet consistent in reason. Chinese parents have much influence on their children's love, sometimes even decisive influence. Now many Chinese parents pay great attention to be matched for marriage, and have the thought of marrying into the purple. So they firstly consider the male's economical strength as to children's the other side. From the Feudal Times, parents arrange their children's marriage. Now parents do not arrange, but if the children want to get married, they need to get parents' acceptance and support. If parents are not support, the couple's love is not blessed. Thus it can be seen, Chinese young people's love, to a great extent, is a combination of two families, not just two people [6].

In recent years, we can find, great changes are happening in Chinese young people's love conception. In the past, we fall in love aiming for marriage. But now we have more loving ways and aims. Chinese young people's love is no more ajar-door. While love contains the social behavior of looking for partner, but it only stays private between the couple. This is the biggest difference from American. Chinese people traditionally think that two person without establishing the relationship should not have private behavior, and even regarded as immoral [7].

3.2.2 The Love Environment in China

Referring to the love environment of Chinese young people, I think it has the following points: physical maturity, study or work stress, aspiration for love, looking for emotional dependence, need and pursuit for personal value, need of enjoyment and vanity. While the love of young people of Chinese turns to be more independent, personality-prominent, and impulsive. When falling in love with an isomerism, to the point is the choice of most people now. By this token, when facing love, Chinese young people are bold and frank. They have the courage to express actively rather than waiting passively. the love aim also turns to be easier. Many people who falling in love do not only aim for marriage but mainly for emotional dependence. In the process of love, they do not pay much attention to the economical strength of the other side provisionally. However, when they plan to get married, they will consider many factors. the first factor is parents who represent the family. Then is the economical strength, thoughts, love concept, knowledge, character, conduct, life habit and religion etc. But American that have free attitude of sex is very cautious about marriage. In general, American people take a long time in love. They let the other side meet their parents after having a enough understanding, and then establish a relationship aiming for marriage [8].

So after the reform and opening-up, with constant influence and blend of foreign culture and behavior,

Chinese people begin to learn the foreign ways of love and combine the open behavior of romantic relationship in foreign countries with Chinese traditional attitude of love, making it more Chinese characteristics.

4. THE DIFFERENCES AND FUSIONS OF SINO-AMERICAN LOVE

An American will express his favor and love to the opposite sex he likes without beating about the bush. They will tell the other sides directly and in fact this can show more of their sincerity. Certainly, now many young people in our country also adapt this way and attain good results. Chinese contemporary young people have great changes in thoughts than the past generation. Thoughts decide behavior and the expression of love is bolder and more innovative. Some people said: "American people more advocate the purity of love." I think it makes sense. American people do not care about the past of the opposite sex very much. If they like someone and have the desire to associate with him/her, they will express directly and court. As for the love of Chinese young people (especially after the reform and opening-up), they care too much about the economical strength and past of the opposite sex, too much about being matched of marriage and are still influenced by parents. Different love concept influences the expression of love. If we do not seek for love really, we can not have a good understanding and conception of love.

With constant fusion of Sino-American culture, the ways of love expression have much in common. For example, sending roses is a usual way in western countries. Now it becomes more common in China and the love expression of young people turns to be more open and easier. However, many Chinese people advocate the classical aestheticism and connotation. the times are changing while some nostalgia still value the old ways. the new generation constantly pounds Chinese customs and American ways gradually become the mainstream of many big cities in China. This is only the change of ways, not associated with forward and backward. the Sino-American cultural communication also causes the mutual recognition of different life ways, so as the expression of love and the way of getting along with each other.

5. CONCLUSION

In fact, the similarities and differences of love expression and ways of getting along are superficial phenomenon. the most important is the attitude of love. To some extent, ways of expression are decided by the recognition, attitude and pursuit of love.

In my opinion, every country or nation has its unique love concept. But as to the faithful love, it is the same. In the west, it is very familiar with the story of Romeo and Juliet for having heard it many times. And its author

Shakespeare is the literary master praised highly in the west. And the story of Butterfly Lovers is also deeply rooted among Chinese people. Now what we can see and discover are similarities and differences of the ways of searching for a spouse and love of American and Chinese young people. As the young generation, we need pay more attention to observe, understand, compare and study so that we can broad our horizon and knowledge. And the most important is to improve ourselves. With regard to the different culture, we can have own original and general views. Now the international communication is more frequently, we should base on reality and understand more culture and thoughts to have an all-round development.

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