International Journal of Education and Management

MARCH 2021 VOLUME6 NUMBER1

Publisher: ACADEMIC PUBLISHING HOUSE
Address: Quastisky Building, Road Town, Tortola, British Virgin Islands
UK Postal Code: VG1110

E-mail: editorial@ij-em.com
www.ij-em.com

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Analysis of Humorous Speech Act in the Skit Help or Not Help

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Abstract: The skits are an indispensable part of every year Spring Festival Gala. At present, the research on the humorous language in the skits from the perspective of speech act theory are rare. This thesis uses the short story Help or Not help as the research corpus, and analyzes the humor produced by various speech acts in this skit based on the speech act theory, aiming at more clearly understanding and appreciate the humorous language in this skit. In the meantime, this research also shows that the speech act theory can be used to explain the humorous language in the skits, and then it provides a new research perspective for the study of the skits.

Keywords: Humor, Speech act theory, Skit

1.INTRODUCTION

The word of humor first come from Oxford English Dictionary. In 1862, the relevant compilers give the word a literal explanation. Humor is an attitude, which not only often appears in people's real life and it brings people a very pleasant feeling, but also it plays a very important role in many speeches. Especially with the advancement of economic globalization and the increasing communication between countries, the way of humorous communication plays an increasingly vital role. [1] Sketch has always been an important part of the Spring Festival Gala and all kinds of variety shows. Its humorous language often makes the audience laugh, so that people can relax in the fast-paced social life. The reason is that the humorous effect of the sketch is mainly due to its unique language charm. As far as the current film and television market are concerned, variety shows are famous for their vivid and humorous words, which are deeply loved by everyone. However, the sketch is not only to make the audience laugh, but also it is to expose the real life. In other words, the material of the sketch is mostly from the real events in social life. Comedians are full of humor from action to language. Based on the 2014 Spring Festival Gala sketch Help or Not Help, this thesis analyzes the humorous speech produced by various speech acts in the sketch from the perspective of speech act theory.

2.SPEECH ACT THEORY

Speech act theory is an important theory in pragmatics. Speech act theory was first put forward by J. L. Austin (1911-1960), whose personal representative work is illocutionary act. The main idea of the article is that people speak not only for the purpose of speaking, but also to complete a certain act while saying a certain sentence. In addition, John R. Searle studies and perfects Austin's speech act theory, which has gained more and more recognition. [2] Austin was the first people to discuss the difference between declarative sentence and complete behavioral expression sentence. Later, Austin proposed locutionary act, illocutionary act and perlocutionary act. In other words, these acts mean that the act of expressing meaning with words and the act of getting effect with words. These three kinds of acts are accompanied by the utterance at the same time. Although they are at different levels, they are related to each other. And then, Austin put forward five types of speech acts, but later generations and himself all think that this classification is not systematic and scientific. Finally, Searle classifies speech acts into five categories: description, instruction, expression, declaration and commitment. These five methods have been accepted by people up to now. [2]

3.THE EMBODIMENT OF THE HUMOROUS EFFECT OF SPEECH ACT CLASSIFICATION IN THE SKETCH HELP OR NOT HELP

The material of the sketch help or Not Help was drawn from a social phenomenon, namely, in the face of elderly people falling down, whether or not to help them. In real life, there were some people who do good deeds but didn't get the praise and appreciation they deserved. On the contrary, they were treated as bad people by helpers. In serious cases, they have to endure unfair words and blackmail. Therefore, it was indeed a matter of contradiction whether to Help or Not Help. There were three main characters in the sketch. Shen Teng played the part of the young man "Hao Jian" and Ma Li played the part of the silver haired old lady. Du Xiaoyu, who played the role of ex-husband in the last year, divided one person into three parts: "traffic police", "passer-by A" and "passer-by B". When Hao Jian saw the old lady fall, he hesitated to think twice whether he wanted to help her or not. However, Shen Teng still decided to help Ma Li, and then the story between the two people began. Finally, in order to let Ma Li tell the truth, Shen Teng tries to help her understand the truth by telling stories and replaying events. He used humorous language and actions to deduce the bad social atmosphere, which made the audience laugh.

3.1 The Humorous Effect of the Descriptive Speech Act in the Sketch Help or Not help

Descriptive speech act reflects that the speaker's utterance is a statement of something, which determines the truth of the sentence proposition. [2] generally speaking, the speaker firmly believes that what he says is correct and true. In the skit, Ma Li, namely, old lady with silver hair, firmly believed that all her ideas were correct. Perhaps because of the old people's old age and poor memory, she always insisted that Shen Teng, namely, Hao Jian was responsible for her fall.

Eg1: Ma Li: If it’s someone else's business,... ! (Shen Teng is speechless,...). Shen Teng: Aunt, you are in a muddle.... Ma Li: Oh, the car rim is broken down,... Oh....

From the dialogue between Shen Teng and Ma Li, it’s clearly seen that Ma Li was sure that she was knocked down by Shen Teng. The first scene of the sketch was: Shen Teng, with black and blue face, pushed the broken bike and said that he will never mind someone’s business again. His tragic appearance at that time was just because he tried to remind the owner of a car that the trunk of the car had not been closed. As a result, he got into the trunk of the car and he was fined 200 yuan. After this, Shen Teng decided not to do good things again. When Shen Teng's voice just dropped, Ma Li fell in front of him. Shen Teng hesitated again and again and decided to help her up. What happened next was as shown in example 1, and two people started a series of dialogues. Because Shen Teng's face was filled with black and blue, and his bicycle rim was broken down, Ma Li thought that Shen Teng knocked her down. From Ma Li’s words, it’s clearly seen that Ma Li was quite sure that her judgment was right. Shen Teng found that the situation was not right, thus he immediately put Ma Li back to the ground. At this time, Shen Teng has a mouth difficult to distinguish, there was a bitter can not say. In a words, Ma Li's firm words and Shen Teng's series of reactions after being misunderstood made the sketch produce a sense of humor, which made the audience laugh.

Eg2: Ma Li: You knocked me down Today,... I will fight against this bad social phenomenon to the end! (moving the heavy bicycle, which belonged to Shen Teng, while talking).... Shen Teng: This infuriating can also cure that, that was Qigong ah!

In this conversation, Ma Li still thought that Shen Teng bumped into her. Ma Li not only asked Shen Teng to apologize, but also asked Shen Teng to be responsible to the end. So Ma Li got up with difficulty, muttering that she must fight against the bad social atmosphere while still moving her heavy bicycle. Ma Li's series of stupid behaviors and wrong cognition were both stupid and funny, which all highlighted the characteristics of comedy. At last, these made the sketch produce humor and made the audience laugh. Shen Teng really felt helpless, so he said: "ah! this irritating person can cure disease, then this was Qigong! ". The "qigong" mentioned here in ancient times referred to a method of maintaining the body and treating diseases by adjusting the way of breathing. Its main purpose was to strengthen the body and kept away from diseases. But, "qigong", which mentioned by Shen Teng, obviously didn't mean that. Shen Teng's words were not only a comfort to himself, but also a sarcastic remark to Ma Li. Such words made the sketch full of humor.

3.2 The Humorous Effect of the Instructive Speech Act in the Sketch Help or Not help

Instructive speech act reflects that the utterance of the speaker can make the listener do what he or she is required to do, and usually the speaker wants the listener to do what he or she is required to do. [2] In this sketch, Ma Li, who played the role of the silver haired old lady was a very stubborn person, even sometimes she was an old lady who doesn't know right or wrong. Shen Teng felt helpless because she insisted that Shen Teng bumped her. Hao Jian, who was played by Shen Teng, hoped that old lady with silver hair, who was played by Ma Li, can take photos to prove his innocence.

Eg3: Shen Teng: Unfortunately, you don't help me,...good or not? Ma Li: OK. Shen Teng: that's right.... Ma Li: I'm an innocent passer-by,... Oh...

From the dialogue in example 3, it’s clearly seen that Shen Teng once again helped Ma Li up and offered to take her to the hospital, because Shen Teng hoped that Ma Li could understand his good intentions and prove his innocence. The process of the matter was like this. In the previous communication between the two people, the scene was once deadlocked. Ma Li always insisted on her idea that Shen Teng knocked her down. That Shen Teng, who has done a good job but has been stigmatized, made Shen Teng really angry. Shen Teng hesitated and planed to leave. Just as he was about to leave, passer-by A appeared, but passer-by A decided to take photos and posted them on the Internet instead of helping Ma Li up. After Shen Teng saw it, he can't bear to leave like this. Thus, Shen Teng picked up Ma Li who fall down again. The following story was shown in example 3. After seeing what Shen Teng has done, Ma Li agreed to prove that Shen Teng was innocent. But when Shen Teng put his mobile phone in front of Ma Li's face, Ma Li still said that Shen Teng bumped her. The reversal of the plot made the sketch full of humor. Shen Teng sincerely hoped that Ma Li can help him, but Ma Li didn't listen to him. In conclusion, this made the audience laugh.

Eg4: Shen Teng: Ma Li, let me give you a brief introduction about my family,... This wolf... Ma Li: In a hurry!... go to escape!

The dialogue in example 4 is immediately after example 3. Shen Teng began to try to persuade Ma Li to tell the truth by telling stories. Shen Teng shared four fables. While Shen Teng was trying to tell stories, Ma Li said impatiently that let's go, and let's just let Shen Teng run away as if he hadn't run into me. From Ma Li's words, we can see that Ma Li didn't understand Shen Teng's words at all, which made the audience laugh. From example 4, we can know that Shen Teng told a story to Ma Li with the heart of Buddha, and Shen Teng sincerely hoped that Ma Li would be aware of her mistakes, but Ma Li was still stubborn. Thus, such back and forth mandatory speech act makes the sketch full of humor.

3.3 The Humorous Effect of the Expressive Speech Act in the Sketch Help or Not help

The expressive speech act reflects a certain psychological state of things in the utterance of the speaker, for example, expressing gratitude, apology, and celebration. [2]

Eg5: Du Xiaoyu: Hey, comrade, let me help you up first,... Shen Teng: The policeman dealt with my accident (hugs). Ma Li: No, they still knew each other!

From example 5, we can clearly understand the meanings of a series of actions and behaviors of Shen Teng when he saw the traffic police. Shen Teng first turned over and then hugged the traffic police. These behaviors all suggested Shen Teng's psychological state at that time. At this time, Shen Teng was very happy, because he knows that his rescuers are coming. At the same time, the words that the policeman dealt with my accident were spoken by Shen Teng. Shen Teng's speeches were sonorous and powerful, which are very powerful. This concise and clear language highlighted Shen Teng inner joy and excitement. But at this time, Ma Li said that it's over and they still knew each other! From Ma Li's words, we can see that Ma Li has been pretending to be confused. Ma Li knew very well that Shen Teng was not the one who hit her. From Ma Li's words, it was seen that Ma Li's heart was filled with a little nervous and a little embarrassed. In a word, the dialogue between Shen Teng and Ma Li makes the audience feel funny and thoughtful at the same time.

Eg6: Du Xiaoyu: Look, Aunt you see.... It's said that people who did good deeds can't be cooled, take it. Shen Teng: Oh, it's not cold, it's not cold, and it's not cold.

In the dialogue of example 6, the traffic policeman, played by Du Xiaoyu, solemnly praised Shen Teng's previous helping behavior and returned 300 yuan to Shen Teng. We can know from Du Xiaoyu's words that he is full of pride and happiness. At the same time, Du Xiaoyu also wanted to educate and guide Ma Li through this incident. What he wanted to convey to Ma Li was that we had the responsibility and obligation to let good person have good returns. Similarly, from Shen Teng's words, we also can realize his inner pride and happiness, and there was a trace of modesty in his words. Then Shen Teng said that Oh, this is not only not cool, but also a little heartburn? The humorous language made the audience laugh and gave us a lesson. We should firmly believe that good person are rewarded naturally, and that justice is in the heart of the people. When we reached out to help others, we opened a door for others, and at the same time we opened a window for ourselves.

3.4 The Humorous Effect of the Committed Speech Act in the Sketch Help or Not help

Committed speech act reflects the speaker's commitment to the future behavior. [2]

Eg7: Shen Teng: (on stage) oh,... oh,... and oh... (pain)... I swear,...I'm not Hao Jian, and my name is very cheap! Ma Li: (on stage) er... ah... ah... (wobble) ...ah ouch... (falling).

This dialogue in example 7 is the beginning of this skit. As soon as Shen Teng appeared on the stage, he began to describe his experience of being hit and fined after helping others. It can be described as extremely tragic. So Shen Teng made a promise that he would never help anyone again. Shen Teng mentioned that if he does good things again, and he will not be called Hao Jian, and he will be called very cheap. The homonym of "Hao Jian" in this sentence meant "good cheap". The tone of "good cheap" and "better cheaper" have progressive effect, and the feelings were more and more strong, which firmly showed Shen Teng's psychological state of not willing to do good things again. Such language was filled with humorous and thought-provoking. In addition, Shen Teng's commitment was in sharp contrast to his two subsequent attempts to help Ma Li. Therefore, such committed speech act made the sketch full of humor.

4.CONCLUSION

Based on the speech act theory, this paper studied the humor produced by four types of speech acts in the sketch Help or Not Help. We can clearly see that in the sketch Help or Not Help, there are more descriptive, instructive, and expressive speech acts, less committed speech act. Besides, there is no declarative speech act in the sketch Help or Not Help. All in all, speech act theory plays a significant role in enhancing the humor of sketches. At the same time, the study can also help the audience better understand and appreciate the language of the sketch.

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Research on the Practical Significance of Etiquette Cultivation Education and Etiquette Culture Construction in University Campus

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Abstract: etiquette is an important part of national image and national culture, an important part of highlighting the degree of social civilization, traditional cultural characteristics and spiritual fashion of a country, and an internal manifestation of personal quality, ability and cultural accomplishment. As the mainstay of national construction, college students are the future of the country. It is of certain practical significance to strengthen the campus etiquette cultivation and etiquette culture, strengthen the construction and development, and fundamentally effectively strengthen the comprehensive quality and ability of students. In this regard, the article mainly analyzes the practical significance of etiquette cultivation education and etiquette culture construction in university campus.

Keywords: university campus etiquette cultivation etiquette culture construction practical significanc

1. INTRODUCTION

The main body of college students is the main body of social centralized teaching, the reserve force of social development, and the disseminator and advocator of social mainstream culture. It is of great significance to popularize college students' etiquette cultivation education and etiquette culture in Colleges and universities. As an important part of national and national culture, etiquette has a certain practical value and significance in strengthening etiquette cultivation and etiquette culture construction in university campus. It is an important way to cultivate college students' comprehensive quality and ability in the construction of spiritual civilization and moral education.

The practical significance of the popularization of etiquette cultivation education for College Students

Etiquette cultivation education is the basis of improving students' personal character and promoting all-round development. At the beginning of Da Xue, it is pointed out that "the way of university is to be moral, to be close to the people, and to be perfect." from the son of heaven to the common people, it is based on self-cultivation. That is to say, the purpose of university is to show and carry forward the moral integrity, to make people abandon the old and innovate, to eliminate the evil and to promote the good, and to make people reach the perfect situation. Everyone should take self-cultivation as his personal life The root of the problem. According to Marxist education view, the purpose of education is to realize the all-round development of human beings. The first task of human's all-round development is to cultivate moral character. The education of College Students' etiquette cultivation is to train students to adapt to the social development of life philosophy and behavior standards, so that students' words and deeds conform to the etiquette standards, conform to social ethics, and promote all-round development.

Etiquette cultivation education is an important way to improve students' personality charm and self-supporting ability. Dale Carnegie, a famous American master of success studies, has come to the conclusion after a long period of research that "professional knowledge only accounts for 15% of a person's success, while the remaining 85% depends on interpersonal relationships." Etiquette education can make students learn to communicate effectively and deal with interpersonal relationships correctly. The experiment shows that a good interpersonal relationship is conducive to creating a healthy psychological atmosphere for college students, reducing the depression, irritability, loneliness, emptiness and other psychological problems when they encounter difficulties and setbacks, maintaining a healthy psychological state, establishing a perfect personality charm, and improving their ability to deal with problems.

Etiquette education of college students is the need of international cooperation and exchange environment, which provides favorable conditions for regional economic and social development. With the deepening of reform and opening up, China's various regions have formed an environment of economic and cultural exchanges and integration. Colleges and universities should adjust the teaching and personnel training programs to make students adapt to the environment of multi-cultural exchanges and meet the talent needs of regional economic development. Taking Xingjian College of Arts and Sciences of Guangxi University as an example, the school is located in the capital of Guangxi. There are 12 ethnic minorities in Guangxi, bordering Guangdong and Yunnan. The sea area of Guangxi is close to Macao and Hong Kong. The interaction between Chinese and Western cultures is in-depth. Guangxi is adjacent to ten ASEAN countries, and is located in the concentration of cultural development and exchange in Southeast Asia. Therefore, it is a multi-ethnic culture and multi-national cultural fusion and development The exhibition area. With the establishment of China ASEAN Free Trade Area and the implementation of zero tariff policy, the economic and cultural exchanges between Guangxi and ASEAN countries are more extensive. Therefore, Xingjian College of Arts and Sciences of Guangxi University should pay attention to the understanding of regional culture, popularize the etiquette culture of various countries, make the talent radiation and talent service more extensive and targeted, and improve students' ability for regional economic development.

College Students' etiquette cultivation education is the guarantee of school safety and social harmony. Etiquette education is the basis of spiritual civilization education, advocating people to promote good and eliminate evil, to good and beauty, to establish a correct moral and values. The popularization of etiquette cultivation education in Colleges and universities can help students to "walk in the middle of the city, show wisdom in the heart and speak", establish a good relationship between students and teachers, reduce friction and uncivilized behavior, create a safe and stable campus environment, and provide a strong guarantee for the harmonious and healthy development of society.

2.THE WAYS TO STRENGTHEN COLLEGE STUDENTS' ETIQUETTE EDUCATION

To strengthen the etiquette cultivation education of college students is the need of their own development, the need of the environment of regional economic development, and the need of social development. Therefore, to improve the overall etiquette cultivation of college students needs the attention of the society and the support of the school system.

National education policy support. In the national major education policy, the "Guide outline of College Students' civilized etiquette" is issued to clarify the outline and content of College Students' etiquette literacy education. At the same time, colleges and universities are required to incorporate etiquette courses into the basic compulsory courses in the teaching and training plan. Various education departments and institutions have issued relevant policies to encourage the cultivation of etiquette teachers in Colleges and universities, encourage teachers to research and develop etiquette culture, and encourage them to carry out colorful etiquette activities.

To build a good etiquette culture of college students. School culture itself has great educational significance. Good school culture is a kind of invisible curriculum, which can promote the smooth development of education and teaching, and promote the healthy development of students' body and mind. The school can include the civilized etiquette regulations into the school rules and regulations and students' behavior norms, carry out students' etiquette competition, speech, set up civilized etiquette plate in the school website, encourage teachers to develop etiquette video and moral education software to apply in teaching and other activities, spread etiquette culture, and create a good etiquette culture atmosphere.

The etiquette cultivation education course should be brought into the professional teaching plan for popularization. School etiquette course into the teaching plan, and as a basic humanities required courses, in order to more widely popularize etiquette knowledge, let each student benefit. At the same time, according to the professional needs and the needs of students' all-round development, the school needs to formulate the teaching syllabus of etiquette course, pay attention to the operability of the course in the teaching and education implementation, and improve students' interest in this course through demonstration, video, scene simulation and other ways.

Training professional etiquette education teachers.In order to improve the etiquette cultivation of college students, professional etiquette teacher training is essential. The school should send teachers to participate in systematic learning and training etiquette education according to the actual needs. Combined with the daily teaching needs, we should develop school-based teaching materials suitable for the needs of regional economic development, carry out etiquette education more specifically, and encourage teachers to research and spread etiquette literacy education.

3.THE PRACTICAL SIGNIFICANCE OF ETIQUETTE CULTURE CONSTRUCTION IN UNIVERSITY CAMPUS

First, strengthen the construction of socialist spiritual civilization. The construction of College Students' etiquette culture has certain practical significance, which is conducive to the development of socialist spiritual civilization construction. Strengthening etiquette education and improving the comprehensive quality and ability of college students is the key content of university teaching at this stage. The comprehensive quality and ability, moral quality and etiquette education of college students directly reflect the state of spiritual civilization of the country, and play a positive role in improving the comprehensive strength of the country.

Secondly, deepening the value and connotation of moral education in Colleges and universities. Etiquette culture education is an important content of moral education in campus at present stage, and also the basis for cultivating successors of socialist cause and realizing the great rejuvenation dream of China. We should strengthen the attention to the etiquette education of contemporary college students, strengthen the attention to the etiquette culture of students, and solve various problems and deficiencies in time through the continuous optimization and improvement of educational ideas, concepts, methods and forms, strengthen education, clarify the important value and meaning of etiquette culture, and lay a foundation for the development of moral education in Colleges and universities and define the direction, Then, the internal value and connotation of moral education work can be deepened effectively.

Thirdly, it plays a positive role in the improvement of students' quality and ability. High quality college students must have certain comprehensive quality ability, not only professional cultural quality ability, but also their own moral quality, value orientation, social responsibility and other quality ability. To strengthen the construction and cultivation of College Students' etiquette culture, we can strengthen the norms and guidance of students, so that students can constantly strengthen their comprehensive quality ability in the cultivation and guidance, and develop good ideological and moral quality invisibly, so as to lay the foundation for the future growth of students.

4.THE CONTENT AND IMPLEMENTATION OF ETIQUETTE CULTURE CONSTRUCTION IN UNIVERSITY CAMPUS

The content of etiquette culture construction in University Campus

First, the shaping and construction of students' personal image. Personal image is a comprehensive shaping ability composed of external appearance and internal shaping. In the process of etiquette culture construction for college students, we must strengthen the importance of comprehensive quality and ability, and carry out comprehensive development through internal guidance and external shaping. College students must be clear about their own shortcomings and problems, and strengthen the shaping and cultivation of internal quality. Students should be neat, polite, gentle, kind and tenacious, and have a high mental outlook. While strengthening their own image construction, they must have correct values, so as to achieve the unity of knowledge and action, and then highlight the etiquette image of contemporary college students through their own mental outlook and image.

Second, campus civilization and etiquette. University campus is an important platform for students' growth and learning, and also a key carrier for shaping and influencing students' etiquette culture. In the university campus, students must develop good learning habits and lifestyle, actively participate in various social activities, love the environment, respect others; actively, strictly respect the rules and requirements of the campus, strengthen self prevention and protection, and unite and take the initiative to learn from each other.

Third, interpersonal etiquette. Interpersonal communication is the external form of contemporary college students' comprehensive quality and ability. The quality and ability of college students in their daily life are highlighted in various fields. College Students' interpersonal skills and etiquette, speech and behavior are the key content of College Students' etiquette culture construction.

The way of etiquette culture construction in University Campus

First, integrate campus resources and build a good campus cultural atmosphere. The campus cultural atmosphere and environment have a positive impact on the growth and development of students. High quality campus culture brings a kind of potential positive energy to students, and then strengthens the constraints and management of students, so that students can grow up healthily under the influence of campus cultural atmosphere. In this regard, colleges and universities must pay more attention to the construction of etiquette culture, integrate it with the rules and regulations of the school, and strengthen the restraint and guidance. In the process of campus construction, we should pay attention to the cultivation of etiquette culture, so that students will be affected invisibly.

In the process of campus etiquette culture construction, it must be based on the guidance of national education policy and the guidance of leadership outline, pay attention to students' etiquette literacy education, and clarify the characteristics of different professional factors. Strengthen the etiquette culture education curriculum, through compulsory courses, elective courses and other ways to improve the teaching and training plan and method. The relevant education departments and educational institutions must strengthen policy guidance, formulate perfect incentive policies and means, strengthen the importance of etiquette culture curriculum construction, and carry out systematic education, so as to lay the foundation for the development of College Students' campus etiquette culture construction.

In this regard, we can set up a compulsory course of etiquette culture, through the publicity and education of various traditional knowledge and culture, modern communication etiquette, psychology, interpersonal communication, etiquette culture in different language environments, etiquette habits of different nationalities, so that students can understand different etiquette habits in different environments. It can also integrate the actual situation of different professional fields, reasonably set up a variety of targeted etiquette culture elective courses, through the configuration of professional courses, skills and education, let students understand their own position, industry characteristics, understand the interpersonal communication and etiquette culture characteristics in different working environment, and then lay the foundation for students' future employment and work. For example, teachers can set up the syllabus of etiquette culture courses based on students' professional orientation, improve the operability of teaching practice activities, and carry out systematic education by means of demonstration, scenario setting and cases.

At the same time, we can also organize and carry out various traditional culture learning courses. By adding traditional culture, such as Taoism, Confucianism and other cultural courses, students can understand the connotation of Chinese traditional culture, understand the connotation and value of traditional etiquette culture, enhance their national pride, strengthen their se

Secondly, strengthen practical education and expand teaching mode. In the process of etiquette culture construction on campus, we must integrate the actual situation, reasonably carry out various etiquette culture activities, and strengthen the guidance for students through various practical activities. For example, we can organize and carry out "national traditional" etiquette culture activities, campus etiquette culture week, debates, speeches and other activities, so that students can constantly understand their problems and shortcomings in the development of practical activities, and then improve in time.

At the same time, the campus can organize and carry out various social practice activities. Through the development of some practical activities, students can learn how to carry out interpersonal communication, cultivate cultural quality and form good interest habits in practice. In this regard, we can organize and carry out "cross-cultural exchange" activities. By carrying out cultural exchange activities with some foreign students and friends, we can understand people's different etiquette habits under different cultural backgrounds, and let foreign friends understand Chinese culture and etiquette. We can also effectively expand students' horizons and strengthen students' etiquette culture education, And then lay the foundation for students' future work and study, and lay the foundation for the construction of the great rejuvenation dream of the Chinese nation.

5. CONCLUSION

It is not only the focus of moral education on campus, but also the inevitable demand of the development of social environment at this stage to strengthen the etiquette culture education on campus, to integrate various resources, to expand the practice mode and means, and to fundamentally cultivate students' comprehensive quality and ability. University campus must be clear about the important value and role of College Students' etiquette cultivation and etiquette culture cultivation, strengthen education and guidance, explore practical and effective work mode and means, and build a scientific implementation path, so as to lay the foundation for the growth and development of students.

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Research on Urban Public Space Design under the Background of COVID-19

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Abstract: Under the influence of novel coronavirus, open, sharing, distribution of urban public space facing what kind of situation,Combined with examples, the author puts forward the functional changes of public space closely related to urban residents after the epidemic, In addition, the author focuses on the analysis of new concerns in the planning and design of public space in the post-epidemic period in order to cope with these changes from the perspectives of safe social distance, urban residents' mental health, functional diversity of public space and urban wisdom.

Keyword: Intelligent facilities; Elastic space; outdoor space design; Healing land space

1.PREFACE

With the arrival of the novel coronavirus epidemic in the first half of 2020, our entire country has entered an unusual state of emergency.Urban public space, which provides places and services for residents' daily life, study, entertainment and social interaction, once faced two situations.In response to the national call for home isolation and home-based working, most public Spaces, such as movie theaters and bath centers, have been closed .In addition, some public Spaces are temporarily used as places for isolation, control, relief and treatment. For example, the stadium is temporarily changed into a square cabin hospital, and the hotel is temporarily changed into an isolation room.

The epidemic may be temporary and abnormal, but the impact and reflection brought by the epidemic will be profound and long-term.Under the relentless impact of the epidemic, some shortcomings in our urban public space have been exposed.After the epidemic, we have also realized that people's demand for public space is multi-dimensional, and it can no longer meet people's demand to provide functions and services such as daily entertainment and social interaction[1].Times are changing and cities are being updated. The planning and design of public space in the post-epidemic era is bound to face new trends and challenges.

2.DESIGNED FOR DISTANCE

Highly contagious viruses, such as coronaviruses and influenza viruses, are spread mainly through droplets, saliva and close contact with infected people.Experts say wearing masks and maintaining a safe social distance can be very effective in stopping the spread of the virus, as evidenced by China's success in controlling the spread of the coronavirus in the country.

Since the outbreak of the epidemic, we have gradually changed our old habits and ways of living, and are rapidly adapting to new ways of living, socializing and working.After the epidemic, people will pay more attention to maintaining close contact with nature and social interaction with people on the premise of safety.Although the epidemic has affected our lives, it also provides us with new ideas and new trends for the planning and design of public space after the epidemic.

(1) Indoor to outdoor

During the epidemic period, domestic restaurants canceled in-room service, and open-air dining space not only met the business needs of operators, but also met the requirements of people eating in the air circulation area.Businesses can convert unused areas into outdoor or semi-outdoor dining areas,The partition that undertakes repast space with easy combination, furniture, plant.Pay attention to control the number of diners, do a good job of disinfection and cleaning, to ensure the circulation of indoor and outdoor fresh air.

In the context of the epidemic,Outdoor education has gained renewed attention.Outdoor teaching has its own advantages Outside, more conducive to teachers and students to maintain social distance, to avoid the high spread of the virus caused by staying in a confined space.Even in countries where traditional education is still dominant, outdoor space can be squeezed out of limited land as much as possible.The British Campus in the middle of New Delhi, India, is designed to provide outdoor space for the campus under the constraints of building space, using elevated courtyards, sunken gardens and so on.The outdoor space brings surprises to children and infinite possibilities to teaching. Integrating the outdoor space, green space and indoor space that can flow with air, integrating the natural scenery, flowing sunshine and fresh air into the building aims to purify the indoor air and guarantee the physical and mental health of teachers and students.The open outdoor space allows for diversion and social distance in case of emergency.

(2) From intimacy to distance

People need free outdoor activities and socializing. How to apply safe social distance to the design of public space is worth thinking about.

The hypothesis of "A park with a distance" provides a way of thinking for maintaining a safe distance in public space.The paths of the park are planned like human fingerprints. Each path has its own entrance and exit, so that users can form a certain isolation in vision, but the auditory sense is unobstructed, which not only gives people a sense of privacy of distance, but also won't make people feel lonely,Personally, I think a social space with a safe distance can be formed by adjusting the height, color, type and other green plants used as partition.In Domino Park in New York, white circles were drawn on the lawn. People delineated the safe area for people visually and psychologically, and defined the safe "social circle" for people in the most direct, simple and cost-effective way.

2 DESIGN OF ELASTIC SPACE

The sudden outbreak of COVID-19 exposed the obvious shortage of space and unitary facilities in China's emergency shelters.As an urban public space, it should have a certain temporary emergency shelter capacity, even if the public space is not within the scope of disaster prevention and avoidance space designated by the overall urban planning.

In our public space, we can take corresponding measures to try to add more movable and changeable elastic space into the design of public space, This can increase the flexibility and functionality of the site space, enhance the adaptability of the site in extreme or emergency events, and make the functions of the public space more diversified.The outdoor plaza space of the large commercial building becomes a small social space with movable seating partitions, which can also be quickly disassembled to become a temporary emergency space.

After the epidemic, we tend to be more multifunctional in the planning and design of public space, improve ventilation and air conditioning mode, adopt more flexible interface division mode, etc., to make full preparation for public space to deal with emergencies.In the renovation plan of Brandenburg Airport in Berlin, Germany, temporary medical units were implanted into the airport terminal building in a modular way. This design scheme is simple, convenient and operable, which is worthy of our reference.

3 THE DESIGN OF THE HEALING LANDSCAPE

A large number of psychological studies have shown that after a major epidemic, many people will have a stress response, prone to insomnia, anxiety, excessive tension, pessimism and other negative emotions. Without effective intervention, they will even develop into deep depression.Many people who have experienced a major disaster, volunteers and soldiers involved in disaster relief, and front-line health care workers who are overworked all need to focus on their traumatic situation.For patients with traumatic stress response, timely psychological intervention and counseling should be carried out to help them achieve physical and psychological recovery, while the urban healing landscape undoubtedly plays a positive role in promoting and improving physical and mental recovery.

In addition, with the acceleration of the pace of urban work and life, and the increase of pressure, people's mental health problems are becoming more and more prominent, and more and more people suffer from depression. People need a pure land to release pressure, and the green space in urban public space plays an increasingly important role in healing and repairing people's body and mind.Especially after the epidemic, people's attention to physical and psychological health has risen to a new height. The organic combination of healing landscape and urban public space can well meet people's demands for the diversified functions of urban public space.With the change of The Times, healing landscapes no longer serve only the recovering patients, but increasingly appear in parks, communities, shopping malls and other places, calling on people to pay attention to physical and mental health, stress and the release of bad emotions.With public space as the carrier, healing landscape serves a wider range of people, making healing landscape a more common social resource for the benefit of the people.

4 INTELLIGENT DESIGN OF PUBLIC SPACE

(1) Contactless facilities and services

Novel coronavirus led by the infectious disease is highly infectious, only to avoid close contact between people can effectively cut off the infection, contactless public facilities and services emerged at the right moment, such as contactless distribution, contactless temperature measurement, sensor door, sensor faucet.The contactless public facilities play a very positive role in controlling people's close contact and effectively cutting off the transmission of the virus, and provide a very good method for effectively preventing the return of novel coronavirus in the process of returning to work, production and school after the epidemic.

Although many designs and ideas are still in the concept and conception stage, contactless facilities and services are bound to become a trend in the design of public space, and the design and implementation of contactless facilities and services into public space is not far away.

The use flow that does not have contact type toilet user with conceptual sex is an example，The user first detects the temperature through the infrared temperature detector at the door, and the sensor door will open when the temperature is normal, and the user can enter the toilet,The door of the toilet cubicle can be imitated as the foot-stepping induction door of the operating room, and the same foot-stepping locking door can be used after the user enters the cubicle,The toilet flushes automatically after users use the toilet,The user exits the compartment after the foot - step door opening,Automatic UV disinfection after door closing(If it's a toilet seat, it will start self-cleaning mode),The user leaves the toilet after disinfecting and washing hands in the induction sink,In the whole process, try to avoid touching with hands to reduce the chance of infection.

(2) Prevention and control facilities in place

Due to the characteristics of high population density, complex personnel composition and strong mobility in public space, epidemic prevention and control facilities must be in place in public space.

Smart city construction based on cutting-edge technologies such as big data, cloud computing and artificial intelligence is also gradually moving from concept to reality.The sudden emergence of COVID-19 has enabled us to see the role of big data and artificial intelligence in the epidemic prevention and control process.For example, health codes can quickly identify individual risk levels, and AI multi-person temperature detection can realize multi-person temperature detection at the same time,The application of high-tech technology in public space, such as unmanned delivery robots, contactless vending machines and contactless storage cabinets, can greatly reduce the number of front-line workers,reduce the risk of exposure to infection.It can make early warning, reasonable allocation and efficient treatment according to different situations, so as to provide users and managers with data-oriented, refined and convenient public space management and services.

5 CONCLUSION

In conclusion, after the COVID-19 has had a profound impact on the way we live and socialize, and exposed the inadequacy of public space in our cities, we have refocused our attention on urban public space and residents' health, social and distance from a new perspective.The planning and design of public space after the epidemic has also been innovating and blossomed.throughout history, disasters do not stop us from moving forward, but only serve as an impetus for our progress. This is also the case with COVID-19.

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The Necessity and the Practice way to Strengthening the Ideological and Political Education Reality

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Abstract: The reality of Ideological and Political Education is insufficient. The problem is manifested as unilateral understanding of the nature of Ideological and Political Education, deviation of value orientation, the lack of problem consciousness. Enhancing the reality is the key to solve many problems in current Ideological and Political Education. There are some ways to strengthen the reality of Ideological and Political Education from perspective of Marxist theory. From the practical dimension, researchers and educators should explore the lived source of Ideological and Political Education based on the real life. From the value dimension, it is necessary to response to the realistic need to realize the value of Ideological and Political Education. From the perspective of methodology, we should adhere to the problem orientation, grasp the practical problems and enhance the creative power of Ideological and Political Education.

Keywords: Ideological and Political Education, reality, practice way

INTRODUCTION

“Cultivating what kind of people is the first problem of education.” [1]Only by returning to reality, responding to reality and caring for reality, can Ideological and Political Education find the fundamental way to realize the goal of “enhance morality, foster talents”. Ideological and Political Education realism is part of the continuation of history, and the bridge of communication in the past and the future. Emphasis on the reality of Ideological and Political Education, it is not to split its historic and reality, or reality and transcendence, and it is precisely in order to maintain better from its historic and transcendence.

1. REPRESENTATION OF THE LACK OF REALITY OF IDEOLOGICAL AND POLITICAL EDUCATION

Ideological and political education has been brought to the attention of the height. The academic community building and education teaching practice has obtained the unprecedented development. However, there are remains existing problems, such as the Ideological and Political Education is still undervalued by some education objects and some administrative departments, the Education effectiveness is still not enough, the goals, mission and value are difficult to achieve completely, etc. Many reasons can responds to such problems. System and environment can induce and expand problem, but it’s more important is to find the root cause of the problem in Ideological and Political Education itself. From this perspective, the series of problems of Ideological and Political Education can be attributed to the lack of the reality of Ideological and Political Education.

1.1 The unilateral understanding of the nature of Ideological and Political Education

Researchers think that ideology is the basic attribute of Ideological and Political Education. Based on the opinion, the Ideological and Political Education has the attributes of deep consciousness, political and class nature. It can be said that the ideological nature of Ideological and Political Education accurately interprets its essence. But it’s more important to grasp the essence from the perspective of Ideological and Political Education practice. In other words, any ideology is root in practice. “Ideological and political work is fundamentally human work.” Ideological and political education will be turned into abstract ideas and consciousness if it is excessive emphasized on the ideology nature, and ignored the attributes such as reality, practicality, individual freedom and comprehensive development value pursuit. Why students view Ideological and Political Education as the “brainwashing”? This phenomenon is generally related to the one-sided and isolated understanding and awareness of the nature of Ideological and Political Education. Such subjective negative cognition, emotion and attitude will certainly bring the corresponding behavior strategies in the process of Ideological and Political Education, such as dissonance of body and mind, selective learning, or learning without thought.

1.2 The value orientation deviation of Ideological and Political Education

The fundamental goal of Ideological and Political Education in our country is “to improve the ideological and moral qualities of people, promote people's free and all-round development, incentive object of education fight for the construction of socialism with Chinese characteristics, finally realizes the communism". Correspond to the fundamental purpose of the basic task of the Ideological and Political Education is to "train and bring up new socialists having ideal, morality, culture and discipline".4 Both the fundamental purpose and basic task of Ideological and Political Education in our country reflect the value orientation of "human-centered". But the reality of Ideological and Political Education is deviated from the value orientation to a certain extent. This kind of deviation cause the lack of Ideological and Political Education reality. The outstanding performance is: the homogenization of Ideological and Political Education which embody as the overlook of the reality of the individual diversity and heterogeneity; Ideological and Political Education is insufficient to the integration of individual needs and social needs.

1.3 The lack of problem awareness of Ideological and Political Education

Problem is proposed for reflection of reality. A strong problem awareness must have a strong sense of humanistic care and social care, and has insight theory ability and positive spirit of practice. The sense of problem of Ideological and Political Education will also point to a strong innovation ability and social problem solving ability, and reflect the spirit of the era and the character of reality concern which Ideological and Political Education should have. Ideological and Political Education is not only characterized by ideology, political, social, but also characterized by humanity education. These attributes set point to the problem of reality of Ideological and Political Education. The Ideological and Political Education today shows a direct relationship between the lack of problem consciousness and the lack of ideology education reality. This can be saw from the constructivism of the Ideological and Political Education content and the unidirectional process of the Ideological and Political Education.

2. THE PRACTICE WAY TO STRENGTHEN THE REALISTIC OF IDEOLOGICAL AND POLITICAL EDUCATION

Marx emphasized the importance of understanding the reality from "practice" and "subject".This idea inspires us that the way to enhance Ideological and Political Education reality lies in practice and subject. Researchers can find more answers from Marx's theory of dialectical materialism and historical materialism, axiology and methodology. From the point of practical dimension, real life is essentially a practice which is the source of all the theory and knowledge, so it is the living water source of the Ideological and Political Education. From the point of value theory dimension, value is the property that things can meet the needs of people. To meet people's reality needs is the value essence of ideological. From the point of methodology, contradiction analysis is the basic way people know and transform the world. Contradiction is the unity of opposites and the eternal power of things development. Further speaking, contradiction targets practical problems. Accurately grasp the Ideological and Political Education reality issues or problems is the key to crack the lack of reality problems, the core power to promote the development of Ideological and Political Education innovation.

2.1 Based on the real life, dig the living water source of the Ideological and Political Education

One-sided understanding of the essence of Ideological and Political Education root in the lack of correct understanding of Ideological and Political Education. Although the Ideological and Political Education has the essential characteristic of ideology, but all problems come from practice, come from the social production and real life. In order to resolve the disadvantage of lack of reality, Ideological and Political Education must be based on the real life and dug the living water source in real life. Ideological and Political Education should be placed into daily life and become vivid, down to earth and intelligential. First, analysis and apply non-mainstream ideology in a scientific and reasonable way to promote the mainstream ideology education down to earth. Second, based on the real life, optimize and interpret the content of the Ideological and Political Education, promote the Ideological and Political Education content to be vivid. Educators should construct the content of Ideological and Political Education from daily life and use the era theme interpret spirit, ideas, values, etc. Third, its necessary to make Ideological and Political Education more flexible and targeted with the aid of new media, the Internet platform, big data technology.

2.2 Response to the realistic need to realize the value of Ideological and Political Education

The realistic need of the reality person is the logical starting point and final destination of Ideological and Political Education. Based on this, educators and researchers can grasp the fundamental value of Ideological and Political Education and overcome the lack of reality of Ideological and Political Education which is caused by value deviation. On the one hand, the Ideological and Political Education realize the generation of human nature by integrating the individual needs and social needs; On the other hand, the Ideological and Political Education promote the free and overall development of people by grasping the specific and historical needs of people. Based on the above understanding, there are some proposed solutions against the issues raised previously, such as homogenization of Ideological and Political Education and the insufficient integration of individual needs and social needs.

Firstly, great importance should be attached to the differentiation of the education object. Ideological and Political Education need to response to the special ideas of education objects in the modern time and the special needs of their spiritual development. Secondly, it is important to grasp the real history and specific needs, care for personal and social reality needs. Ideological and Political Education should "change according to the situation, advance according to the time, and change according to the situation."3 The Ideological and Political Education should be in view of new content and new needs of social development, and solve mind confusion of the education object in the current development process. Ideological and Political Education need to take the new content, new needs and new problem of social development to the education content and process. In such a way, educators could promote the socialization of education object effectively.

2.3 Grasp the real problem to strengthen the power of Ideological and Political Education innovation

Marx pointed out that "the main difficulty is not the answer, but problems". "The problem is the starting point of innovation, but also the power source of the innovation." As the main land and main channel of Marxism spread and development, Ideological and Political Education must adhere to take Marxism as the guide, adhere to the problem oriented, facing to the real problem of the national and social development, and proposing the right way and effective method to solve the problem of reality. Only in the realistic development path, the Ideological and Political Education can realize its own identity and social identity. Specifically, Ideological and Political Education need to make in-depth exploration and study in the following aspects. First, Ideological and Political Education should pay special attention to the content and the process of the lack of problem consciousness and the reality. Second, educators and researchers should grasp the overall practical problems between the internal and external relation system. Any problems or contradiction is not exist in isolation. It is more systematic than the specific but limited method cannot fundamentally solve the problem. Therefore, the current Ideological and Political Education must have global view, historical perspective, to avoid simplification, one-sided, absolute view of problem.

ACKNOWLEDGEMENT

This article is supported by the Ministry of Education Funds humanities and social sciences research projects (Item number 17YJC10036)

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Research on the Parent-child Interaction of Preschool Children's Aggressive Behavior

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Abstract: With the changes and development of the family and social environment, the incidence of problem behaviors of preschool children has increased year by year. Among a variety of child problem behaviors, child aggression is the most common and preschool children have a high probability of aggressive behavior. This research aims to explore how parent-child interactions and parent-child relationships in daily life affect children's aggressive behavior. Overall, to help children correct aggressive behavior, parents are advised to adopt active and effective parent-child interaction, as well as reducing negative communication, establishing a family routine and so on.

Keywords: Aggressive behavior; Parent-child interaction; Preschool children

1. INTRODUCTION

Child's aggressive behavior is a typical violation way (Zhang et al., 2003). It is an externally visible physical movement or speech act that intentionally harms others. Furthermore, as a kind of poor adaptive behavior, it may lead to behavioral disorders in adolescence or even adulthood if children's aggressive behaviors are not properly handled. It will also have a very bad influence on children's physical and mental development, and social development (Huesmann et al., 2009).

In family education, parent-child interaction directly determines the child's development level. Parent-child interaction refers to the interaction between parents and children (Wang & Li, 2010) and it will form a certain communication mode between parents and children. That is to say in the process of parent-child interaction, both parties will respond and feedback to the other party's behavior. Poor parent-child interactions often manifest as lack of communication; opposite perceptions; the emergence of more negative emotions and aggressive behavior (Gu, 2011). Ackerman proposes that early bad family and interpersonal experience is the root cause of children's poor social adaptation and mental illness. Therefore, the focus of treatment for children's emotional and behavioral problems should be placed on the interaction between family members. In addition, some studies have shown that changing parents' parenting attitudes, improving family members' behavior patterns and establishing close parent-child relationships can significantly reduce young children's aggressive behavior (Matos et al., 2009). Therefore, it is of great significance to explore the relationship between aggression behavior of preschool children and family parent-child interaction (Jia, 2013).

By using semi-structured interviews, this qualitative study attempts to consider the differences between parenthood interactions in a child with or without aggressive behavior; gain a deeper understanding of the different attitudes and behaviors of parents. The result of the study is to improve intervention strategies for preschool children's aggressive behavior by providing correct parent-child interaction recommendations to parents.

2. METHODOLOGY

2.1 Sampling

This qualitative research uses purposive sampling. According to the definition of the Child Behavior Checklist, the author will conduct a semi-structured interview with one parent who has an aggressive child and one parent who doesn’t have aggressive child. On this basis, the strategies for correcting children’s aggressive behavior in the family system will be improved by comparing the similarities and differences between parent-child interaction patterns in children with or without aggressive behavior.

The researcher invited a class of public kindergartens in Suzhou, where the researcher’s university classmate is working, to be the subject of the experiment. A parent of an aggressive child and a parent of a non-aggressive child volunteered to provide an hour of interview time on the web to the researcher. Both parents are working mothers with similar ages. Moreover, the boy has aggressive behavior and the girl has no aggressive behavior.

2.2 Data analysis

2.2.1 Coding

In order to get more accurate data, the researcher will organize and analyze the data immediately after each interview. After that, the researcher will use the recorded recording materials and on-site records in advance to improve the preliminary records of the interviews and analyze the content. Rank the interviewees' answers in order of L1; L2; L3…

The researcher will openly code the initial data, get the most comprehensive keywords possible, then think about the repetitive or common things to determine the key meanings related to the research, and finally integrate the parent-child interactions according to the aggressive behavior children to form a highly relevant Outline.

2.2.2 Interview Topics

There are 8 interview topics with a focus on the specific attitudes and interactions between the child and the parents. The three parts are structured in the following order: a) Parental companionship and time of interaction with young children; b) Specific forms and methods of parent-child interaction; c) Consistency of parent-child interaction.

2.2.3 Research ethics control

The research was approved by the kindergarten director and the WeChat video conversation was carried on with the parents. In order to protect the personal information privacy of parents and young children, the parent of the boy with aggressive behavior is named as Y1 and the parent of the girl without aggressive behavior is named as N1. There is no good or bad question answers and no personal evaluation. Moreover, research data and information will be absolutely confidential and is only used for article analysis.

3. FINDINGS

Interviews with parents reflect the prevalence of family parent-child interactions in children with or without aggressive behavior and the differences between the two.

3.1 Commonalities

3.1.1 Insufficient parent-child interaction time

Regardless of whether the child has aggressive behavior, parents feel that there is a lack of companionship and time to communicate with the child. And under the influence of modern work pressure, fathers spend less time with their children. (Y1:L4-L5; N1:L3-L7)

3.1.2 Inconsistent educational concept

Sometimes, there are conflicts of opinion on how to educate their children. Especially when there are ancestors involved, this contradiction will become more apparent. (Y1:L36-38; N1:L28-30)

3.2 Differences

3.2.1 Parents' performance in parent-child interaction

3.2.1.1 The way to handle parent-child conflicts

In the face of parent-child conflicts, parents of offensive children often solve problems by coercion, snoring or neglect. Yet parents of non-aggressive children are more willing to adopt methods of diverting attention and negotiating with each other. (Y1:L33-34; N1:L24-26)

3.2.1.2 Concerns for young children

In the face of the psychological feelings and needs of young children, parents of aggressive children rarely take the initiative to pay attention or tend to meet the material needs of them. However, parents without aggressive behavior are more willing to use active observation or inquiry to understand the psychological state of them. (Y1:L9-11; N1:L9-10)

3.2.2 Children's performance in parent-child interaction

Children with aggressive behavior have poorer self-expression and self-control. When their demands are not immediately met, they often vent or gain attention in the form of crying, yelling, and losing their temper. One the opposite, children without aggressive behavior have ability to delay satisfaction and generally have less negative emotional expression. (Y1:L15-17)

4. CONCLUSION

According to the contradiction between parent-child interaction and child aggressive behavior in interviews, the following intervention strategies are proposed:

a) Strengthen publicity to make parents aware of the significance of parent-child interaction for the growth of children. In addition, parents can try to unify communication strategies and interactions through negotiation. It’s also important that the time of intergenerational education should not be too long.

b) Parents are encouraged to take an active and correct approach to understand the needs and psychological feelings of young children. Moreover, parents can adopt an incentive mechanism to strengthen the correct behavior of young children and enhance their self-expression.

c) Rational approach such as reasonable is better for parents to cope with parent-child conflicts. The last but not the least, learning to respect the child's personality and associating with them equally are also meaningful.

Parents and their children have significant different behaviors in parent-child interactions in families with or without aggressive behavior children. In short, the establishment of a good parent-child interaction model relies on the common understanding and integration between family members, which is a long-term process.

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Research on the Operation and Profit Model of Internet Third-Party Payment——Taking Alipay as an Example

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Abstract:As the development of e-commerce is really gaining momentum in China, third-party payment services are transforming from a payment tool into a relatively independent industry. Now the Internet has become a part of the mainstream support network platform for electronic payments, and the online payment applications through third-party payment systems are moving steadily ahead. In this paper, we will study why electronic payments rise so quickly and what current development trend it would be, and discuss its operation and profit model.
Keywords: Alipay, third-party payments, profitability, risk

1.PREFACE

The specific concept of third-party payment refers to third-party transaction payment platforms, which are provided by independent third-party institutions that have signed contracts with both major domestic and foreign banks. That is why they have a credit guarantee and will keep faith with customers. Through the digital platforms, a buyer can make a payment for the purchase of a good or service bought from another party. The third-party provider receives the payment from the buyer, verifies that the funds are available, and debits the buyer’s account. The money is then forwarded to the seller’s account—typically on the same online portal. The seller’s account may be credited in minutes or days, but the funds may be withdrawn to a bank account or used to conduct other transactions once the deposit has been made in the account. The transaction payment service is performed by a third party, rather than the bank and the user, this is the so-called third party payment.

Analysis of the profit model of third-party payment -- Alipay

1.1The development and status of Alipay

Alipay was established in 2004 and has always put "trust" at the core of its products and services. Alipay has two independent brands: Alipay and Alipay Wallet. Since the second quarter of 2014, Alipay has become the world's largest mobile payment vendor, committed to solving the problem of lack of credit and payment time difference in e-commerce. Alipay first cooperated with commercial banks in 2004, entering into deep cooperation with Industrial and Commercial Bank of China and Agricultural Bank of China, marking Alipay's entry into the third-party payment stage. During this period, Alipay grew rapidly as a gateway interface for commercial banks. In late 2004, Alipay became independent and officially transformed into Internet finance. Since 2007, Alipay has been increasing its application scenarios, and so far, its business has covered wealth management, money exchange, shopping and entertainment, education and public welfare, and third-party services, offering greater convenience to the people. Alipay's development has been more and more oriented to Internet finance, and it cooperated with insurance companies to build online insurance in July 2009, cooperated with fund companies in October 2012, and launched the balance of money funds in 2013, and broadened fund marketing channels by selling funds on the platform. In 2015 it successively launched Sesame Credit and Ant Credit Pay.

1.2Alipay Profit Model Element Analysis

2.PROFIT POINTS

Alipay's convenient and comprehensive payment service is beneficial to the Taobao platform business,and a bigger and stronger Taobao business can continue to increase the user base and customer stickiness for Alipay,which is a mutually beneficial process.As the e-commerce platform is the birthplace of Alipay,the first thing Alipay should do is to consolidate its basic customer base,i.e.consumers on Taobao,Tmall,Xianyu,and other e-commerce platforms.As the competition for the online payment market shifts to offline payment scenarios,the service object is extended to the entire individual consumer.

In terms of enterprises,Alipay is mainly targeted at small and micro-enterprises.The openness of the Internet determines that large enterprises are more likely to choose commercial banks,in order to seek security.Cause those commercial banks attach importance to risk management and have sound corporate mechanisms.Since the emergence of Alipay,there have been a lot of questions among which the issue of personal information security has been the most frequently mentioned one.The Alipay management team has repeatedly emphasized that the Internet is full of poor people,large enterprises have their own information channels and generous advertising budgets,while small businesses have nothing,so they have been focusing on the places where they can serve the majority of grassroots consumers and micro-enterprises as their responsibility.

3.PROFIT SOURCES

3.1Handling fees

For computer users, there is a minimum transfer settlement fee of $1/month and its maximum is $25/month. Although the original purpose of this fee strategy is to shift computer customers to mobile, there are still some customers who have a rigid demand for the computer payment side. What's more, it can still generate some revenue.

3.2Service Fee

After 16 years, each individual user is entitled to a total of 20,000 yuan of free cash withdrawal amount, and a service fee of 0.1% will be charged for any amount exceeding the free amount. After users have become accustomed to paying with Alipay, they are less sensitive to fees, which forms a small part of Alipay's revenue source[1].

Yu'ebao is a currency fund product launched by Alipay and Tianhong Fund, although it is an open-ended fund, investors can withdraw it at any time, but due to the large size of the user can form a certain amount of capital stock, the fund company will invest the funds in the capital market to generate income, which is more than what Alipay provides investors with 2.62% seven-day annualized rate. For this part, Alipay can charge a certain service fee for this part of the income. Alipay works not only with fund companies but also with stocks and insurance.

For a value-added service fee, registration is required before using Alipay, which will require customers to authenticate their real names, which means that Alipay has all the basic information about the user at the first step.

Technical service fees: In today's "Internet+" world, many new enterprises have emerged, but since these enterprises are generally small in scale, they need to rely on a large payment institution for payment and settlement, like Alipay. In return, it also provides a huge income. Initially, Alipay may provide free services to merchants as it expands its application scenarios, but with the development of user consumption habits, it is necessary to charge merchants service fees.

3.3Advertising costs

When logging into the Alipay payment interface, you will often see some merchants' advertising messages, so does the payment process. Since we are in the Internet era, it is not surprising that merchants make use of any platform to promote their products, as long as the platform where has a lot of active users. This can naturally bring profits to Alipay.

4.ALIPAY PROFIT MODEL ANALYSIS

4.1Investment layout and profit model matching

Alipay's investments are mainly distributed in four areas: payment portals or scenarios, technology companies, wealth management, and

international companies. Through the previous analysis of profitability factors, it can be found that user scale is the cornerstone of Alipay's existence and the basis of all profits. Providing good customer service is the only way to achieve the economic benefits brought by the customer base. As a company that made a big foray into the market by offering payment service, the customer's demand for the company is the convenience of payment, which is reflected in the market where a lot of scenarios that can be used by e-payment, and the convenience is reflected in how to make technology to keep up with the market demand. On the other hand, investments in payment portals or scenarios and technologies are both a demand of existing customers and an attraction for potential customers. International companies also start their investments from the point of view of how to better satisfy the needs of their customers and focus on the international market.

4.2Investment Drivers

In 2013, a large number of precipitated funds was formed within Alipay due to the time difference between payment and collection, and the issue of security and legal ownership of the precipitated funds triggered a great debate in the academic circles, as it was believed that there were potential risks hidden in the precipitated funds. How to revitalize the funds became Alipay's primary problem at that time. In addition, in the capital market at that time, commercial banks had difficulty in absorbing funds, and small capital management has never been given priority. And Alipay urgently needed a liquid and stable income management product. Investing in Tianhong Fund also really made Alipay hot again. Within a few minutes after Yu 'e Bao went online, the number of users exceeded 180,000, and six days after it went public, the number of users exceeded one million. By the end of 2013, the number of users reached 430.3 million. It took China Amc 16 years to reach 300 billion, while Yu 'e Bao only took half a year to reach 500 billion.

5.ALIPAY PROFIT MODEL EVALUATION

5.1 Advantages of Alipay's profit model

In the process of analyzing Alipay's profitability model, it was determined that Alipay's market position is consumers and small and micro-enterprises. When providing services and developing products for consumers, Alipay always focuses on consumers' needs and makes investments in technology companies and enterprises, which is related to payment portals and scenarios based on customers' diversified consumption scenarios and fast payments. When raising capital, we also take into account the fact that Alipay is a company that has grown up based on the size of our customer base and willing to return the profits to the public, so we choose to invest in social funds and other relevant companies.

Alipay is a third-party payment institution with a wide range of business types and a complete set of licenses; it started to get involved in small and microloans in 2010. As one of the first to obtain a third-party payment license in 2011, it obtained a fund management license in 2013 in a controlling manner, and obtained Internet insurance qualifications in the same year. It is also a third-party payment institution with a relatively sound personal credit mechanism. It is expected that the personal credit investigation license will be obtained at the fastest speed when the government regulatory agency issues the personal credit investigation license audit.

5.2Disadvantages of Alipay's profit model

The emergence of Sesame Credit complements the lack of a personal credit system in traditional financial markets. Before the advent of Sesame Credit, only 300 million of China's 800 million potential consumer credit borrowers had credit data, and most of them had no credit history. Due to having access to a large amount of consumer and transaction information in diverse application scenarios, it is very easy for Alipay to determine a
person's credit history, behavioral preferences, fulfillment ability,
identity traits, and personal connections, and then promoted microcredit loans. However, since the lack of personal credit is a long-standing problem in China, the modification of Sesame Credit must be continuously improved during its development. The birth of an online platform may break the segregation of information, which means that Sesame Credit needs to re-examine the meaning of its existence[2].

6.CONCLUSION

The global coverage and popularity of the Internet and the constant updating of IT technology have made the use of the Internet for payment an inevitable trend, and third-party payment platforms have therefore appeared in people's vision. Third-party payment platforms can meet the needs of users to use the network to make payments, play the role of a middleman, to provide users with a safe and fast online payment channel. The development of the third-party payment industry has also had a very long-term impact on the financial industry. At present, the technology level of third-party payment companies in China is uneven, some weak enterprises have limited energy and time to invest in technical security. Even for those powerful enterprises, there are still many improper places in the management of security systems. Alipay, as a third-party payment enterprise, will gradually lead the third-party payment business to a standardized road to promote the healthy and smooth development of China's payment industry.

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A Study on the English Translation of the Border Town -from the Perspective of Emancipatory Translation Principle

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Abstract: As a key factor to restrict translators' behaviors, translation ethics has been a key topic in translation studies recently. From the notion of memes, Chesterman attempts to cover a fairly wide norm-statement including Emancipatory principles, reflecting the significance of translator's norms. In an attempt to analyze the application of Emancipatory translation principle in the Border Town, this paper focuses on the specific difference covering these principles in order to improve translation ethics to a higher level of translation ethics value.

Keywords: emancipatory translation; translation ethics; translation norms

1.VALUE-BASED TRANSLATION ETHICS MODEL BY ANDREW CHESTERMAN

Translation ethics hold that Translators should be accountable to all parties in translation: original writer, commissioner, readers, publisher and the quality of translation, gaining reciprocal trust of all parties (Fang Mengzhi, 2011: 43). Originated from the 1980s, the concept of "translation ethics" was originally put forward by French well-known translation theorist Berman. Then Chesterman (1997) holds the view that translation ethics should be based on values, which can be seen as prior to normative concepts, in that norms are governed by values. At any point, Chesterman stressed the complex relations between various translation ethics and build a set of translation ethics norms based on values. More specifically, translation activity is a action which should be governed by all sorts of norms. In terms of four basic values, translation ethics relates to each of these main types of norms. Clarity, understanding, truth, and trust constitute the value system of Chesterman's translation theory. Later, on this basis, he proposed four main translation ethics models: ethics of service; ethics of communication; ethics of representation; as well as norm-based ethics. Chesterman's four translation ethics values correspond to the quality of the translated works, the relationship between the original text and the source text; the translator and the original writer; the initiator and readers and the purpose of translation. He believes that translation ought to take "expectancy norm, communicative norm, relation norm as well as accountability norm" into account.

2. EMANCIPATORY TRANSLATION PRINCIPLE

In recent studies, critical linguists focus more on "emancipatory discourse", which emancipates translators from various unnecessary restraints, allowing them to become genuinely participatory members of society in terms of promoting liberty and fulfillment in translation activity. As Chesterman suggested, emancipator translation acknowledges three guiding principles, and each of them relates to one of the professional norms. Although he concentrated on translation norms, he put forward "emancipator translation", which would seek to break original norms and albeit in full of awareness of the consequences they might have. From the ethical point of view, norm-breaking assumes the right what translators have would be justified by reaching higher norms. After all, "translation norms are not iron laws; as constraints, the control they exercise is plastic. More importantly, they themselves are subject to constant revision-and this is perhaps the ultimate justification for breaking them: in order to replace them by better ones (Andrew Chesterman, 2007: 192)". However, emancipator translation aims to seek a balance between translation action and situational constraints, which means it is not an absolute free ethics.

2.1.The tiana principle (there is always an alternative) and its application in the border town

The principle denies the existence of the prefect and optimal translation, except those translations concerning technical terminology, which happens to coincident with the ideas of Quine. Meanwhile some professional translators might disagree with this principle. Moreover, well-known theorist Gutt holds the view that it is basically impossible for two men to interpret the same utterance in precisely the same way, which stresses the flexibility and openness in open-ended translations. Translators should perform a task which is similar to both target texts and source texts. On account of subjectivity of translators and creativity, this principle relates to "relation norm". Translators assume the right to be responsible for the text itself and the original writer, who also exercise the freedom to how to manipulate the source text. However, the freedom is not absolute freedom and translators ought to be subject to various situational constraints. In the action of translating, translators seek to conform the production and prevention of translation change,

Based on the source language in the Border Town, the changing of the address terms reflects the social status of the transition from low to high. When it comes to decisions made by translators, they shall have the right to choose the diction and vocabularies they might use. With a higher level of value-based translation ethics, Yang Xianyi uniformly translated the address terms as “Wharf-master”, being influenced by the era of time he lives in and special political elements. He had to blur out specific terms that relates to special political culture as a staff who worked in an official translation agency. While in the translation by Jin jiefu, he applied “the man in charge of the docks”; “Dragon Head Elder Brother” and “fleet master”, reflecting changing in social values. Therefore, under the TIANA Principle, translator has the right to choose proper translation methods and strategies to be accountable to translation tasks, which shows the significance of the creativity of the translators’ craft. There’s no absolutely perfect equivalence in a single translation and no matter what values translators hold, they must be responsible for their own part of translation.

2.2.The dialogic principle

“This principle states that translator is not alone but engaged in obvious social dialogue with a number of partners: original writer, commissioner, publisher, potential readership and other members of the translating profession” (Andrew Chersterman, 2012:194). This principle relates to “communication norm”, which emphasis the ability to optimize communication according to the occasion and requirements of all parties involved. Generally speaking, language is a socialized language, and translation is essentially a social behavior. In the equal conversation with all participants of translation, translator also plays a significant role in this activity. Before the task, translators will have conversation with themselves as well as translators’ personalities based on their professional translation knowledge and quality. In the process of the task, translators will talk with target text and source text and manipulate the text, understand and interpret it in a quite different way and then produce the translation.

As Lefevere's points of view, translation is rewriting and manipulation under the influence of the mainstream poetics of ideological sponsors. For Yang Xianyi, the English translation of the Border town is a task assigned by the official translation administration, which is essential to take into account the requirements of the sponsors and mainstream ideology. Obviously, translation is similar to a social dialogue engaging in a great deal of translation partners, as publisher, original writer and commissioner. Yang applied “these girls and go down to business” to handle the source texts, making special sensitive words more obscure in original meaning. While out of passion for Shen congwen literature, Jin personally came to China to learn more about the original writer and the original contexts, seeking to higher value-based equivalence. He made a lot of preparations for translation. Thus he translated it into “prostitute and the wild oats were sown”. Based on different optimal choices between translations, translators would apply various methods and strategies. Previous knowledge and living experience may influence translators’ decisions to consider which kind of transition strategies would be applied in this action.

2.3.Nur das ich kann reden. only i can speak

“Language is individual, translation is a personal act.” (Andrew Chersterman, 2012:194). This principle relates to “accountability norm”, which shows the value of translator is closely related to the value of the target text. The author, commissioner as well as translator should be co-accountable to this translation. And translator is alone to be responsible to his contribution because he is not anonymous in this translation act. Whether the value of translator can be maintained, enhanced or degraded is a personal act of the translator. Before the translation task, translators would interact dialogically with themselves as well as their facets of unique personalities. While in the process of translation, they would interact and communicate with the original text itself, handle the text and interpret it in another way.

As early as in the 1970s, when most foreign people questioned Shen congwen, Jin and Shen became friends with Shen between generations. And he became the first person in the study of Shen Congwen abroad and published several articles on Shen Congwen literature. After several years of continuous studies, Jin translated the Border Town. In this process, translator and original writer share the responsibility for the translation activity. Although translator and original writer are co-accountable for this translation activity, ultimately, translators should have the loyalty to themselves. On the other hand, Yang xianyi explored the literary value based on aesthetic standards and give play to the subjectivity of translators. For some special politically and culturally sensitive words, he adopts omission or vague translation strategies, combining with the requirements of translation patron and striving to present it with a multicultural method. From the perspective of NUR DAS ICH KANN REDEN, the duty and responsibility should be stressed and translator owns the trustworthiness about whether the value of original text in contained, enhanced, harmed or not.

3. SUMMARY

From the perspective of Chesterman's emancipatory translation principles, it is obvious that seeking a balance between freedom of translators and situational restrictions is essential in translation studies. Frankly, translators as intellectual workers have the right to break original certain norms and the freedom they own is not absolutely free ethic, but no matter how complex these norms are, the ultimate goal is to reach higher translation ethics. In the two English versions of Border Town, three emancipatory translation guiding principles are embodied at different levels. While the novel translated by Jin Jiefu is more in line with the requirements of emancipatory translation principles. The purpose of emancipating original norms is to achieve norms at a higher value level so as to further guide translation study and translation practice and norm-breaking themselves are justified in terms of the values governing them.

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Human Capital of Floating Population and City Integration

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Abstract: In recent years, the number of floating population is increasing day by day, how to make this group complete urban integration is a hot topic today. This paper discusses the correlation between human capital and urban integration and suggests that all sectors of society should take positive measures to improve the quality of human capital of floating population, help them better integrate into urban life, and promote the harmonious development of urban society.

Keywords: floating population; Human capital; Integrated into the city

INTRODUCTION

Statistics show that in 2019, the urbanization rate of China's permanent population was 60.60%, including 236 million floating population. According to China's Rural Development Report 2020, China's urbanization rate will further increase to 65.5% by 2025, with more than 80 million new rural migrant population. A large number of rural population flowing into the city has made an indelible contribution to China's industrialization and urbanization. The improvement of urban environment, the construction of public facilities and the development of the national economy are inseparable from the figure of migrant workers. With the continuous development of China's economy, the trend of the transfer of rural labor force to the city will also continue to develop, among which the "semi-citizenization" of the floating population, urban integration and other issues have also attracted wide attention from all walks of life. The urbanization of living forms does not mean the integration into urban society. The urban integration of floating population is not only the transition from agriculture to non-agriculture in terms of occupation and from rural residents to urban residents in terms of identity, but also the gradual integration into urban society in terms of internal identity, life style and social interaction. The urban integration of floating population is not only related to the transfer of rural surplus labor force, the stability and development of rural society, but also has great significance to the rational allocation of production factors and the coordinated development of urban and rural areas in China. However, due to their own human capital limited by the low degree of education, the lack of necessary labor skills and makes them engaged in the high intensity of labor, low technical content, low wages, poor working environment of the profession, in the city in a position of edge and bottom, to fair and enjoy the fruits of the development of the society. This paper will discuss the mechanism of urban integration of floating population from the perspective of human capital.

1.THE CONNOTATION OF HUMAN CAPITAL

American economist Schultz, for the first time in 1960, puts forward the concept of "human capital investment", he thinks the laborer through formal education, training, migration and healthy investment will eventually form a personal "human capital", emphasizes the utilization of factors of production by society with education and trained health workers, the official will be the introduction of classical economics analysis framework of human capital. Later, Becker made a detailed explanation of human capital from the perspective of microeconomics. He believed that human capital investment, like material investment, would have a significant impact on individual income, and should include health, life expectancy, knowledge, skills, time and ability into the scope of human capital

Most economists focus on the relationship between human capital and income, but their research ideas are also of reference significance for the social integration of floating population. Domestic research on human capital and social integration, in most of the human capital is defined as the degree of education and vocational training, level of education is not only the human capital itself, but also obtain the key to other human capital, it directly affects the degree of social adaptation of the floating population, economic state, the ability of knowledge acquisition, interpersonal communication and the ability of bargaining in the Labour market. At the same time, the accumulation of human capital helps the floating population overcome the conceptual differences and institutional and structural restrictions.

2.THE INFLUENCE OF HUMAN CAPITAL OF FLOATING POPULATION ON URBAN INTEGRATION

On the whole, the low quality of floating population is a common problem when integrating into urban society. In the process of changing from rural society to urban society, the main reason for the low integration of floating population is that the human capital and quality endowment do not meet the requirements of modern cities, which leads to the unacceptability of the floating population's values, the difficult transformation of life style and the self-exclusion. A large number of surveys and studies show that the level of human capital is closely related to the individual's labor income. The quality of health affects the level of labor productivity, and then affects the individual's career choice and income level. Individuals with good cultural quality have the ability to collect information and reflect, can collect, sort out and judge information, and then make a judgment in favor of themselves for the labor market; The highly educated floating population is more likely to accept new things and adapt to a new living environment. Floating population with certain professional skills and knowledge reserves often occupy an advantageous position in the labor market, obtain relatively stable and high-income occupations, and then be recognized by urban residents and integrate into urban society. In real life, however, most of the floating population do not have a high level of education, some people even there is a certain degree of health concerns, most of their career choices narrow range, mainly concentrated in the service sector, low content of technology of labor-intensive industries, career in the high-tech industry and management is very small, the proportion of professional upward flow channel is blocked, the floating population is difficult to finish the improvement of the social status through labor work. In addition, in the context of current technological innovation and industrial structure upgrading, the problem that the floating population with low human capital is difficult to adapt to the requirements of high-skilled occupations has become increasingly prominent. Specifically, the impact of human capital on the social integration of floating population is mainly concentrated in three aspects: economy, society and psychology.

Economically. At the moment of the transformation of China's economic and industrial structure, middle and senior technicians with professional skills have become a scarce resource, and the competition for talents among enterprises can more confirm the important position of middle and senior technicians. Professional labor skills of the floating population in the Labour market to occupy the initiative position, have very strong structural strength, have bargaining power to employers and enjoys a certain discourse, they have more employment opportunities in the market, freer flow capacity, earn wages often is also high, thus tend to be more able to adapt and integrate into urban society. On the contrary, the floating population lacking labor skills is often engaged in the occupation with low wage income, poor working environment and high labor intensity, which naturally lies in the marginal position of society and is difficult to integrate into the urban life.

The social dimension. Low degree of human capital of the floating population groups often means that the lack of a certain cultural quality, interpersonal skills, in daily life of interpersonal group focused on traditional kinship and geographical villagers groups, will be limited to the small circle around the itself, makes them social interaction with urban social living space and a state of isolation, rarely interact with the urban community residents have constant communication, adaptation to urban life and cultural values of receiving is unfavorable. In addition, due to their low level of education, they seldom participate in formal social activities such as community organizations and election activities, so it is difficult to guarantee their own rights and interests and lack of channels for formal participation in social life. All these make them excluded from normal social life and difficult to integrate into urban society.

Mental level. The psychological integration of floating population includes the identification of urban values and the sense of belonging to urban society. Most domestic scholars attach great importance to the integration of floating population in the city with values and attitudes. They believe that in order to truly complete urban integration, floating population should share the same values with urban citizens, which should be reflected in daily social practice. For people with low levels of human capital, the left is given priority to with geographical and kinship of rural society to urban society later often appear very does not adapt, does not want to change the original idea to accept new things, will be confined to its own clique, plus discrimination factors exist in the society, will make them self exclude the subjective feeling, cannot produce to the urban social sense of belonging.

3.SUMMARY AND SUGGESTIONS

To sum up, this paper thinks that human capital is closely related to the floating population of the city into a relationship, through the accumulation of human capital can make the floating population to get better jobs, easier to accept the new values and reduce liquidity in order to have a stable life, so that they can better into urban society. Therefore, the government and all sectors of society can help the floating population to improve their human capital level through social policies, so as to improve their living environment, improve their comprehensive quality and promote urban integration.

(1) Guarantee the rights and interests of the floating population and improve the public medical security system. The enterprises shall improve the working conditions of the floating population, strictly abide by the labor contracts, and establish industrial injury insurance, medical insurance and old-age insurance to protect the labor rights and interests of the floating population. Establish a social medical security system covering the vast population, improve the medical conditions and health care facilities in rural areas, effectively ensure the physical quality of the vast

number of floating population, and provide a certain guarantee for their basic life.

(2) Integrate and optimize vocational education resources and cultivate professional labor skills. We should take the market as the guidance, establish and perfect the vocational and technical education system that is suitable for the modernization, strengthen the skill training and the improvement of comprehensive quality, help the floating population to realize the sustainable accumulation of human capital, expand the range of career choices while integrating into the urban society, meet the needs of the current industrial transformation and the construction of a harmonious society.

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The Impact of Government R&D Subsidies on Enterprises' R&D Investment—A Comparison based on Property Rights

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Abstract: Based on the panel data of information technology enterprises from 2014 to 2019, this paper empirically analyzes the effect of government R&D subsidies on R&D investment.The results show that government R&D subsidies have a significant positive effect on the R&D investment of IT firms.Government R&D subsidy has a stronger promoting effect on R&D investment of IT SOEs than non-SOEs.
Keywords: Government R&D subsidy; R&D investment; Property rights

1.INTRODUCTION

Research and development activities are an important link to improve enterprise productivity and promote sustainable economic development[1].However,large and long-term R&D investment increases the financial risk of enterprises, which makes it more difficult for enterprises engaged in R&D activities to obtain external financing than ordinary enterprises[2][3].Therefore, it is necessary for the government to use the "visible hand" to intervene in the market[4][5], thus making up for the defects of the "invisible hand" of the market. But whether this kind of government R&D subsidies(shortened form,GS) can be sustained and actively promote R&D investment is the focus of the question.

In this context, based on the comparative perspective of the property rights of information technology enterprises, this paper establishes a panel model of government subsidies and R&D input, studies the relationship between variables and discusses the difference in the effect of GS on R&D input of enterprises with different ownership.

2. RESEARCH METHODS

2.1 Data Sources and variable measure

The research object of this paper is information technology enterprises.The data required is from the CSMAR database. After screening, a total of 1038 samples were obtained from 173 enterprises from 2014 to 2019.

Specific variable measurements are shown in Table 1:

Table 1: Variable selection and measurement

Variable type	Name	Symbol	Unit	Measurement method
Explained variable	R&D investment	RD	100 million	R&D investment amount
Explanatory variable	Government R&D subsidy	Sub	100 million	Government R&D related subsidies
Control variable	Development capacity	MBRG	%	Increase rate of business revenue
	Profitability	ROA	%	Return on assets
	The enterprise scale	Size		Logarithm of ending total assets

3. EMPIRICAL RESEARCH

3.1 Descriptive statistics

The 173 computer, communication and other electronic equipment manufacturing enterprises from 2014 to 2019 were divided into state-owned enterprises and non-state-owned enterprises according to property rights. The main variables of the two sample groups were analyzed by STATA15.0, and the results were summarized as shown in Table 2.

Table 2: Descriptive statistical characteristics

		(1)	(2)	(3)	(4)	(5)
	Variables	N	Mean	Std. Dev.	Min	Max
	RD	1,038	2.947	6.587	0.00035	87.48
	Sub	1,038	0.570	2.067	0.00017	35.49
All samples	MBRG	1,038	0.286	1.791	-0.862	55.04
	ROA	1,038	0.0266	0.0754	-0.627	0.86
	Size	1,038	22.11	1.133	19.03	26.55
	RD	336	5.015	9.924	0.0926	87.48
	Sub	336	1.090	3.252	0.00017	35.49
State-owned	MBRG	336	0.202	0.674	-0.862	10.62

	ROA	336	0.0289	0.0664	-0.627	0.22
	Size	336	22.63	1.183	20.18	26.55
	RD	702	1.957	3.752	0.00035	43.76
	Sub	702	0.321	1.036	0.00028	20.29
Non state-owned	MBRG	702	0.326	2.127	-0.840	55.04
	ROA	702	0.0255	0.0794	-0.601	0.86
	Size	702	21.87	1.019	19.03	24.69

As can be seen from Table 2, the mean value of RD in all samples is 2.947, the maximum value is 87.48, and the minimum value is 0.00035, indicating that there is a large gap in the R&D investment.The mean value of Sub is 0.570, while the maximum value is 35.49 and the minimum value is 0.00017, which also indicates that the government has a tendency to provide R&D subsidies to enterprises. By comparing the sample characteristics of SOEs and non-SOEs, it is found that SOEs' R&D investment and average government R&D subsidies are both larger than non-SOEs'. This may be because most state-owned enterprises have strong strength and sufficient R&D investment, and the government background of state-owned enterprises makes them have a close relationship with the government, so it is easier to obtain GS.

3.2 Analysis of regression results

The relationship between R&D investment and GS is analyzed, and the panel multiple linear regression model is constructed as follows:

$$RD=\alpha+\beta 1Sub+\beta 2MBRG+\beta 3ROA+\beta 4Size+\varepsilon \quad (1)$$

State-owned enterprises and non-state-owned enterprises were grouped into groups for regression analysis. Mixed effects model was selected for regression analysis, and the regression results were shown in the Table 3:

Model 1 is the result of all sample regression. Analysis of Table 3 shows that government R&D subsidies is significantly positively correlated with enterprise R&D investment, which indicates that GS significantly promote the expansion of R&D investment scale of IT enterprises, that is, when the government increases R&D subsidies to IT enterprises, enterprises will increase R&D investment. According to the regression results of control variables, the larger the profitability and size of the firm, the more the firm will invest in R&D.Revenue growth rate is significantly negatively correlated with R&D investment, which indicates that excessive R&D investment may have adverse effects on the growth and development of enterprises.

Table 3: Regression results

Variables	(1) All samples	(2) State-owned	(3) Non state-owned
Sub	1.598***	1.502***	0.950***
	(21.15)	(12.14)	(5.96)
MBRG	-0.635***	-1.322***	-0.365***-
	(-8.14)	(-2.61)	(-5.02)
ROA	3.861**	10.616**	1.490
	(2.17)	(2.06)	(1.10)
Size	2.394***	3.369***	2.080***
	(18.00)	(9.86)	(17.91)
Constant	-50.821***	-72.927***	-43.750***
	(-17.41)	(-9.53)	(-17.35)
Observations	1,038	336	702
R-squared	0.581	0.621	0.439
Adj R-squared	0.579	0.617	0.436
F	358.0	135.7	136.4

t-statistics in parentheses *** p<0.01, ** p<0.05, * p<0.1

Model 2 and Model 3 are grouped regression results of SOEs and non-SOEs, respectively.Regardless of the property right nature, GS is significantly positively correlated with firm's R&D investment, but compared with non-SOEs,the R&D subsidies obtained by SOEs have a stronger promoting effect on R&D investment. This may be because SOEs themselves have strong financial background and good absorptive capacity. Under the strategy of scientific and technological innovation and innovation-driven development in China, SOEs, as the mainstay of the national economy, will pay more attention to continuous investment in research and development and scientific and technological progress.

4. CONCLUSIONS AND DISCUSSIONS

The conclusions of this paper show that government R&D subsidies have a significant positive effect on the R&D investment of IT firms.Government R&D subsidy has a stronger promoting effect on R&D investment of IT SOEs than non-SOEs.

According to the research conclusion, the government should continue to increase the intensity of subsidies to give full play to the positive guiding effect of GS on R&D investment.At the same time, for state-owned enterprises, they should strengthen the innovation consciousness,improve the technology introduction,maintain the compe- titive advantage.Non-state-owned enterprises should strengthen their absorption capacity and improve the efficiency of subsidies.

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The Marketing Strategy Analysis of SAIC in China's New Energy Vehicle Market

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Abstract:After 30 years of reform and opening up, China's economy has developed rapidly and China has become a new growth point for the world's autyzes SAIC's marketing strategies by using the 4P law. At last, I put forward my own opinions on the shortcomings of SAIC's marketing strategy in China's new energy vehicles, and improved SAIC's marketing plan, so that SAIC can truly become a Chinese brand in China's new energy vehicles.

Keywords: Marketing strategy; Domestic cars; Saic new energy vehicles in China

INTRODUCTION

(1) Research background and motivation

Since its birth at the end of the 19th century, the automobile has served mankind for more than 100 years. The present situation of China's automobile industry is mixed. The future development of China's automobile industry is a coexistence of risks and opportunities[1]. Since the reform and opening omobile brands. In order to occupy a certain place in the world, Besides making efforts to innovate technology and owning its own core technology intellectual property rights, reasonable and powerful marketing layout is also very important.

Saic motor In China New Energy Vehicles Co., Ltd. is thked among the Top 500 Chinese enterprises, top 500 Chinese machinery companies and top 10 Listed Private enterprises in China[2], becoming one of the most outstandin

up trucks and SUV models produced by SAIC in China's new energy vehicles are much cheaper than foreign brands, favored by domestic consumers and developed faster than other domestic brands.

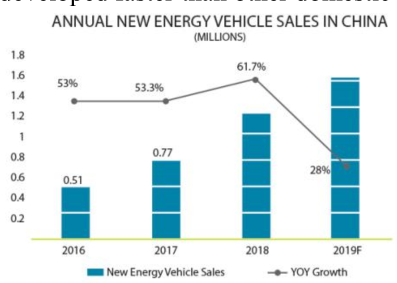

Figure 1 annual sales outcome

(2) Research purpose

Over the past 30 years of reform and opening up, China's economy has developed rapidly, people's living standards have been improved day by day, and the corresponding material requirements have become increasingly higher. As a modern means of transportation, cars have become more and more popular.

With the improvement of people's living and consumption level, the price of cars is becoming more and more common, and the open auto loan and other factors[13], the demand of the domestic auto mary vehicles, and explores the development ideas of domestic vehicles.

(3) Research ideas and deficiencies

Firstly, the paper compares the advantages and disadvantages ket share. Analyze THE development model and marketing strategy of SAIC, and then reflect it to other domestic brands.

Limited professional knowledge fails to thoroughly analyze the development of SAIC's new energy vehicles in China. The lagging data, unclear hierarchy and weak sense of language logic may lead to the lack of rich structure and content.

Figure 2 Summarize the case and analyze the marketing strategy of SAIC in China's new energy vehicles

The development strategy of domestic automobile is put forward from the summary of SAIC's development model of new energy automobile in China[4]

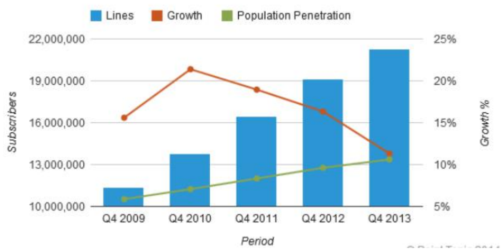

Figure 3 . Structure of the article Analysis of the current situation of domestic

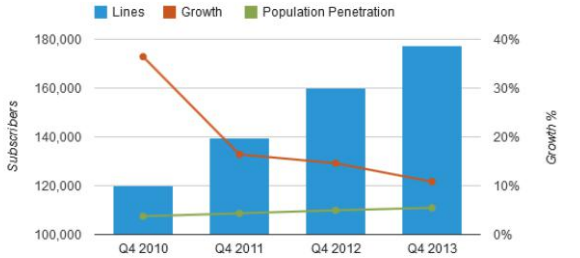

Figure 4 population penetration

After 30 years of development of domestic automobiles, Chinese people have not only mastered the core technologies of automobiles, but also formed a complete set of spare parts production enterprises.

Figure 5 history outcome chart

as basically formed a "6+3" pattern, that is, general Motors, Ford, DaimlerChrysler, Toyota, Volkswagen and Renault-Nissan as well as BMW, PSA Peugeot Citroen and Honda. These nine multinational companies account for 95% of the world's total automobile output[5-6]. The center of the world's automobile sales market is gradually moving eastward, aase, China's large population, big market, and the auto industry has just entered the boom for domestic consumers, is a sunrise industry, so China will be developed countries car companies rushed into the market. Therefore, the competition in China's automobile market is unprecedentedly fierce.

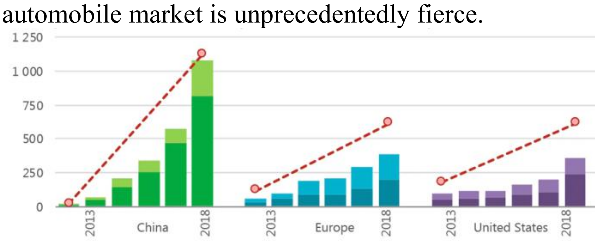

Figure 6 domestic consumers analysis chart

III. SWOT ANALYSIS OF SAIC'S NEW ENERGY VEHICLES IN CHINA

(1) The Advantages

Shanghai Automotive Industry Corporation (SAIC) was listed in Hong Kong in 2003 in China's nent research and development ability, small development restrictions, international marketing system. Clear division of labor, high staff morale, as a local star enterprises, the government's strong support.

Take advantage of Jack Trout's brand positioning approach. Firstly, analyze the industry environment, analyze the advantages and disadvantages of each competitor and their position in the hearts of consumers. Secondly, find out the product features that are different from other competitors and distinguish them from competitors. Then find their own product support point, do "I have you do not"; Finally, rely on publicity to make their products well-known and improve market visibility. [7-8]

() Weaknesses

Saic has been focusing on developing the low-end market in China and has a big brand disadvantage in entering the mid-to-high-end market. The existing technology is far behind the mature automobile industry in developed countries, with a large gap and too strong dependence on the core technology. Economies of scale are insufficient,

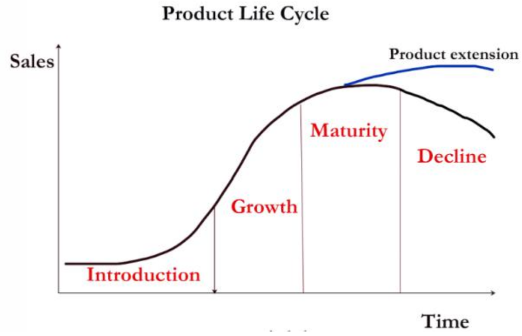

Figure 7 production of life cycle

, few people take the car as a means of transportation, and more take the car as a symbol of status. Foreign cars are mature, but domestic cars start late, so people are more willing to spend more money to buy foreign car brands.

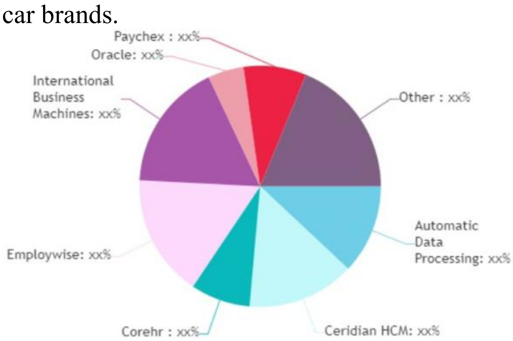

Figure 8 foreign car brands market share

3. Market competition is fierce

Foreign automobile brands rely on their own brand long history, strong financial support, strong access to the domestic market, using their

erm development in the fierce market competition, so as to draw inspiration for the development of domestic vehicles.

Figure 9 SAIC market share chart

By 2010, SAIC had become the largest brand in the domestic pickup truck and economy SUV industry, New energy vehicles in China are generally on the rise.

In the brand strategy of China's new energy vehicles, SAIC has positioned itself as the leader of the market segment and the leader of a certain brand. Each brand has a strong position

(II) Price Strategy

The difficulty in introducing new products into the market is that they cannot be priced accurately. If the price is set high, it is difficult for consumers to accept the high price, which will affect the smooth entopts the method of penetration pricing when its products enter the market in China's new energy vehicles.

Low price in the short term can gain some consumer favor, sales increase, but the enterprise development is a long-term process, cannot let the consumer in the mind to its own product positioning for low-end products, should I go to a higher level on the basis of stable development, improve product price appropriately, obtain higher profits.

(3) Channel Strategy (Place)

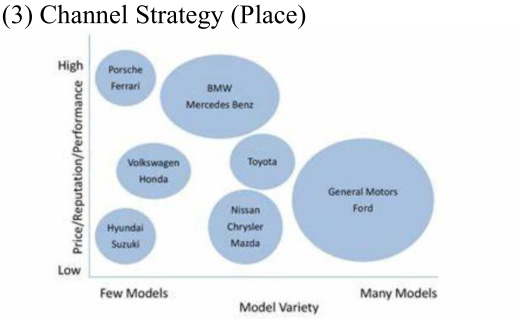

Figure 10 homogeneity of enterprise chart

To some extent, channel is the key to the success of an enterprise in the market. In the context of high homogeneity of enterprise depends on. Without a firm control of sales channels, it is difficult for enterprises to convert their products into money, and enterprises will lose the source and power of survival and development. Therefore, it can be said that channel management is the lifeblood of whether an enterprise can survive.

CONCLUSION

China's automobile market is an emerging market on the rise, and foreign automobile brands occupy more than 60% of the market share in the domestic market by virtue of their own technolould have the courage to learn from mature foreign automobile manufacturers, make progress in learning, develop its own characteristics, and take the road of socialism with characteristics like the Chinese society.

It is believed that IN the future, SAIC will be pioneering and innovative in China's new energy vehicles, striving to truly grow into Chinese cars and occupy its own place in the world auto market.

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Bank Ownership and Performance During the Financial Crisis:Evidence from Western European Countries

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Abstract: Bank plays an important role in financial system. The behaviour of banks during the financial crisis has been argued and discussed by many theoretical and empirical studies. This paper investigates the impact of bank ownership on bank performance in Western European countries during the 2008-2009 global financial crisis. The results reveal that cooperative banks outperform other types of banks when a crisis occurred. In other words, cooperative banks have become more important and significant in modern financial system and advanced economies.

Keywords: Bank ownership; Financial Crisis; Western European Coutries

1.INTRODUCTION

The 2008-2009 global financial crisis once again brought the relationship between bank ownership structure and bank performance to a controversial debate. As a financial intermediary, the bank plays a vital role in the whole financial system and in world economics as well. Therefore, the response of banking system following a financial crisis is an important issue. The US subprime mortgage crisis began in 2007 and expanded to affect the entire world economy in following year. This paper compares the performance of different banks during the financial crisis. There are two main research questions: Did different bank ownership types result in different performance? Did cooperative banks receive more profit and credit than commercial and savings banks during the global financial crisis?

2.DATA

The main source of data was Bankscope, which is a frequently used database in other research studies (e.g. Cull and Pería, 2013; Meriläinen, 2016; Ferri et al., 2014). This paper follows a panel data fixed effects approach, which controls for bank heterogeneity. Annual unconsolidated1 data are used for the period from 2005-2013. Banks are divided into commercial banks, cooperative banks and savings banks by Bankscope's ownership classification.

After correcting bank ownership and removing missing banks from the data set, 210 large banks were investigated, which selected by market capitalisation ranking. The total sample consisted of 51% commercial banks, 30% cooperative banks and 19% savings banks, respectively. These percentages indicate commercial banks to be occupying the vast majority of market shares. Importantly, this data set was strong and balanced with no missing values.

3.EMPIRICAL METHODOLOGY

To determine the relationship between different ownership structures and bank performance, and compare how these banks performed during the financial crisis, regressions were done step by step, firstly testing whether bank ownership affects bank performance. Then, ownership dummies interact with crisis year dummies was added, to capture whether and how the financial crisis affected the performance of different types of bank. The econometric models pattern of Cull and Peria (2013) and Micco et al. (2007) were adopted.

First, a panel regression was run for the period 2005-2013 to test and compare how these three groups of banks can affect bank performance.

$$\begin{aligned}\text{Bank Performance}_{i,t,j} &= \text{Savings}_{i,j} + \text{Cooperative}_{i,j} + X_{i,t,j} \\ &+ \alpha_j + \text{year}_t + \alpha_j \times \text{year}_t + \varepsilon_{i,t,j}\end{aligned}$$

[Equation 1]

This section describes the main baseline model to check whether cooperative banks outperformed commercial banks during the crisis. The estimated equation is built on the benchmark of Cull and Peria (2013), who determined how the 2008-2009 financial crisis impacted lending growth and explained why the lending behavior of foreign and government owned banks differed during the crisis.

$$\begin{aligned}\text{Bank Performance}_{i,t,j} &= \text{Savings}_{i,j} + \text{Cooperative}_{i,j} \\ &+ \text{Crisis\_2008}_t + \text{Crisis\_2009}_t \\ &+ \text{Crisis\_2008}_t \times \text{Savings}_{i,j} \\ &+ \text{Crisis\_2008}_t \times \text{Cooperative}_{i,j} \\ &+ \text{Crisis\_2009}_t \times \text{Savings}_{i,j} \\ &+ \text{Crisis\_2009}_t \times \text{Cooperative}_{i,j} \\ &+ X_{i,t,j} + \alpha_j + \text{year}_t + \alpha_j \times \text{year}_t \\ &+ \varepsilon_{i,t,j}\end{aligned}$$

[Equation 2]

4. RESULTS AND DISCUSSION

After setting up the multivariate models, the first simple regression results of Eq[1] for bank ownership structure and bank performance are presented in Table 1. From the result of Table 1, the first question is answered. It is clear to see that different bank types do perform differently.

The results of Table 2 answered the second question, as they revealed that cooperative banks received more net loans and profit than commercial banks and savings banks during the financial crisis. Overall, the financial crisis brought shocks to the Western European banking system, but cooperative banks did not decrease their profitability and lending relative to commercial banks and savings banks during the financial crisis.

Table 1 Bank ownership and Performance

Variables	Return on assets	Net interest margin	Net loans ratio
	(4)	(5)	(6)
coop×c2008	0.274***	0.019	1.788**
	[0.107]	[0.056]	[0.821]
coop×c2009	0.219**	-0.044	0.258
	[0.086]	[0.052]	[0.68]
savi×c2008	0.235*	0.053	-1.564*
	[0.130]	[0.054]	[0.835]
savi×c2009	0.102	-0.046	-1.372*
	[0.082]	[0.054]	[0.749]
crisis_2008	-0.438***	-0.246***	-1.289*
	[0.166]	[0.078]	[0.699]
crisis_2009	-0.291***	-0.119	-0.910*
	[0.112]	[0.088]	[0.512]
Size	0.244	-0.022	-4.428*
	[0.161]	[0.117]	[1.364]
Equity	0.064***	0.031***	0.159
	[0.018]	[0.009]	[0.098]
Liquidity	0.0003	0.003***	0.117**
	[0.001]	[0.0006]	[0.050]
Deposit	-0.005	0.003	-0.009
	[0.003]	[0.002]	[0.052]
Constant	-3.902	0.790	121.51***
	[2.531]	[1.858]	[21.150]
Observations	1890	1890	1890
Banks	210	210	210
R^2	0.57	0.91	0.93

Note: Robustness standard errors in parentheses. *** significant at 1%; ** significant at 5%; * significant at 10%.

Table 2 Effect of financial crisis on different bank ownership performance.

Variables	Return on assets	Net interest margin	Net loans ratio
	(1)	(2)	(3)
Cooperative	0.430**	1.284***	-13.480***
	[0.175]	[0.126]	[3.463]
Saving	0.201	1.250***	12.935***
	[0.339]	[0.234]	[4.844]
Size	0.233	-0.022	-4.575***
	[0.160]	[0.117]	[1.361]
Equity	0.064***	0.031***	0.150
	[0.018]	[0.009]	[0.098]
Liquidity	0.0003	0.003***	0.117**
	[0.0009]	[0.0006]	[0.050]
Deposit	-0.004	0.003	-0.009
	[0.003]	[0.002]	[0.052]
Constant	-3.745	0.794	123.89***
	[2.511]	[1.847]	[21.101]
Observations	1890	1890	1890
Banks	210	210	210
R^2	0.57	0.91	0.93

Note: Robustness standard errors in parentheses. *** significant at 1%; ** significant at 5%; * significant at 10%.

The first regression results indicated that cooperative banks have higher ROA and NIM than commercial banks, and savings banks have higher NIM and net loans than commercial banks. Both cooperative and savings banks have higher earnings from investment activities. Commercial banks always aim to gain profit and then invest in risky projects, but risky investment can always lead to bankruptcy. Therefore, there is no incentive for cooperative banks and savings banks to participate in risk investments, thereby keeping customer's capital more safely than commercial banks.

The second results suggest that cooperative banks tended to have more ROA and net loans than commercial banks during the financial crisis. As mentioned before, commercial banks act as profit owning intermediaries, and the main objective of commercial banks is to maximise their profits. Commercial banks' projects often involve high risky investments. Excessive investment and credit of commercial banks before a crisis can result in them not have enough reserves to pull through the crisis. According to Meriläinen (2016), cooperative banks did not accumulate lending before the crisis. The performance of commercial banks follows economic cycles, with higher net lending than cooperative banks prior to shocks, but with a drop following a crisis. Compared to commercial banks, cooperative banks are like non-cyclical, because they try to meet their customers' requirements regardless of the macroeconomic environment. The results regarding savings banks are also supported by previous articles. In this study, saving banks tend to be owned by private sectors and did not show a good performance during financial crisis.

5. CONCLUDING REMARKS

The aim of this paper was to investigate whether the performance of banks with different ownership structures was affected by the financial crisis in Western European countries.To summarises, different bank ownership structures did perform differently during the global financial crisis. Particularly in cooperative banks, their unique characteristics and working patterns enhanced their ability to alleviate shocks caused by the financial crisis. In other words, cooperative banks protected banking systems from the financial crisis and have become more important and significant in modern financial system and advanced economies.

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Sons and Lovers and the Oedipus Complex

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Abstract: D.H.Lawrence is an English novelist, story writer, critic, poet and painter, one of the greatest figures in the 20th century English literature. His works place much emphasis on psychology and trace the inner motivation of human behavior, which indicates the strong influence of Freud. It processes with four stages of personality development in accordance with Freud's theory which are respectively the oral stage, anal stage, phallic stage, and genital stage. The paper expounds the personality of Paul, the protagonist in Sons and Lovers, his unnatural love to his mother and his desire for death. It is hoped that this essay can assist the readers to have a refreshed view about some hot phenomena such as mental disorder of personality, incest and suicide.

Keywords: Sons and Lovers; Freud; Oedipus complex

1. INTRODUCTION

D.H. Laurence is one of the most important writers in 20th century as well as an outstanding poet, painter. As a controversial writer, he has been labeled as being pornographic due to his bold description of sexuality and his advocacy that sexuality is the dominant life force of life. Living in a industrialized society, Laurence concerns much about dehumanizing effect of industrialization. Many works of his also reflect the influence of Freudianism, such as theories about human instincts and personality structure. Sons and lovers gives a perfect illustration of Freud's Oedipus complex and his theory about personality structure. "Freud believed that the Oedipus complex is naturally hidden in the text of literary works."(Liu, 1) "I can definitely say that the origins of religion, morality, society and art are all tied to the Oedipus complex."(Freud, 192) Paul, the hero trapped by Oedipus complex, fails to maintain a proper relationship with his mother and his lovers. He encounters numerous difficulties in addressing the conflict of personality that is id, ego, and superego. It is also true for Miriam, one of heroines, who struggles for a compromise between soul and body. Out of human instincts which contain desire to live as well as to death, Paul is repeatedly eager to indulge in darkness. Only when Mrs. Morel, Paul's mother, dies can Paul have the opportunity to walk towards the faintly humming, glowing town, quickly to pursue his own happiness. It is Freud who subverts the traditional belief that ration determinates everything and breaks a new ground of psychological novels. The impact of Freudianism can be found in Laurence's Sons and Lovers.

1.1 Personality Development

Naturally, the theory of personality development is based on two premises. The first premise says that personality is formed by many kinds of childhood experiences. While the second premise states that libido is naturally exist since individual has been born, and it grows based on psychosexual stage (Koswara, 1991:48). Freud stated that human being has to experience four stages, and all of those stages have the significant roles on forming the personality. Each stage has the erogenous areas. There are many erogenous areas in the individual's body: mouth (oral), anus (anal), and genitals (genital). Freud also argued (Koswara, 1991) that the social relation that have occurred in every stage will leave the permanent behavior, character and the unique thing on individuals. Consequently, few years in those stages should be attached much importance in forming one's personality. (Lindzey &Hall, 1993). Those four stages are oral stage, anal stage, phallic stage, and genital stage.

Oral stage is in the time during the first year of life. Most of the infant's pleasure comes from stimulation of the mouth, so the first object that can offers a pleasure is mother's breath or milk bottle by kissing, sipping, and biting them. The main point reached in this stage is the forming of dependence on and trusty to other people. This oral stage comes to an end when the baby stops to suckle. It is stated by Freud (Koswara, 1991:50) that either the baby gets the lack or over of stimulation, later, he will have the oral-passive personality with obedience, and dependence. While in the second of oral stage (oral-aggressive stage/ oral-sadistic), the baby begins to have tooth. So, chewing and biting are used to express the frustration.

Anal stage takes place when the child is between ages 1 to 3 years. The child's attention shifts to the process of elimination. In this age, the child should be introduced to the cleaning rule by toilet training. Actually, by this toilet training, it is expected that the child starts to study about self-management. When parents attempt to practice toilet training, the child can gain approval or express rebellion or aggression by "holding on" or "letting go". Freud described the analretentive (holding on) personality as obstinate, stingy, orderly and compulsively clean. The analaggressive (letting go) personality is disorderly, destructive, cruel and messy (Koswara, 1991:51).

At the Phallic stage (oedipal stage), a child has adult traits. The adult traits of phallic stage are: vanity, exhibitionism, sensitive pride, and narcissism (self-love). Such traits develop between ages 3 to 6. At this time, the sexual interest has increased. The child tends to become physically attracted to the parent of the opposite sex. In males this attraction leads to an Oedipus conflict, and the female counterpart to the Electra conflict (Lindzey & Hall,1993).

Genital stage is determined by the growing capacity for mature and responsible social- sexual relationship. This stage is seen as the result of the maturity of the reproduction's organs. In the personality theory, the genital character is being the ideal type of personality. This stage can be found in the person who is able to get the pleasure from the heterosexual relation. To achieve this genital character, person has to get free from the unsatisfied condition during his childhood. On the contrary, person who has traumatic in his childhood will have difficulty in adaptating in the genital stage (Koswara, 1991:53-54).

Due to the above descriptions, it can be concluded that an individual will have the normal personality if he can solve every problem he deals with in every stage he has. It is supported by Freud that an individual has to pass the psychosexual stages because if someone is not able to solve his problems in one stage, it will leave the effects on the next stage. Shortly, someone will have troubles in developing a good social-sexual adaptation in the genital stage if he has unsolved problems in the before stages. So that, all of those four stages above are essential for shaping one's personality.

1.2 Oedipus complex:

Oedipus complex means an affection to one parent of the opposite sex and hostility towards the other. The term originates in a Greek myth in which Oedipus is prophesied to murder his father and marry his mother, which turns out to be true later. Oedipus complex defined by Freud comes into being when a boy competes for maternal attention with his father. Worst of all, the thought of patricide may emerge out of overwhelming hatred towards his father. With many people denying the existence of Oedipus complex, Freud contends that the disbelief of its existence cannot be merely based on no discovery of it. The opponents' doubts are caused by repression. The essences of Oedipus complex are similarity and complementarities. Take a boy for instance. He and his father have something common in gender. Identification resulting from this similarity stimulates the boy to step after his father to learn from, imitate him and take his father's disposition as parts of his own.

As for the mother-and-son relationship, it is a utterly different picture. Their complementary elements generated by birth bound them up and close their emotional distance. These distinct relationships are also formulated as "allegiance to the mother and imitating the father".

Being the earliest and fundamental relationship, Oedipus complex plays an indispensable role in one's life. Females, who have trouble with it, posses the possibility to be on bad term with their wives. It will anger them if their wives speak ill of their mothers. Being aware of the threat from their daughter-in-law, mother-in-law may avail means to maintain or even strengthen their irrevocable place in their heart. As a consequence, mother-in-law and daughter-in-law easily board on conflict. What is more, those females own larger chance to be lacking of determinations as well as of enterprising spirit. In addition, they repress their own wants with a view to please their mothers in fear of losing maternal love. Undue dependence on mothers feminizes their ways of thinking and behaviors, which poses great challenge after their entering society.

1.3 Human instincts towards death

Aside from Freud's life instincts theory which perpetuates the life of the individual, by motivating him or her to seek food and water, every one of us is under unconsciousness of wishing to die. He believed that for most of us life is a painful and exhausting process. Its truth is attributed to the fact that the majority of us have no choice but to struggle in life to achieve and seek better comforts of life. Therefore, you have every right to say there is more pain than pleasure. And Freud views that death is supposed to promise release from struggle.

This theory is closely related to WWI and Freud's patients. The aftermath of war--" parents had been bereaved, wives widowed, and child orphaned", provoked many thoughtful people. Besides, the long period of violence and upheaval had shattered the foundation of western civilization. WWI brought great psychical and spiritual devastation, which seemed to have made a contribution to gradually building anxiety about the future of humankind.

What is more, the traditional belief held by most philosophers and psychologists that people are motivated by "the desire to experience pleasure and avoid pain" was challenged. Some of Freud's patients, for instance, were "masochistic seekers of physical or emotional pain". At last, Freud reached a conclusion that human beings have two primary instincts rather than one.

The life-favoring instinct has been defined by Freud as Eros (known as Libido) demanding that all instincts be satisfied. At the same time, we are tied with "a system of moral attitudes, social rules working as a mechanism of self-repression," which is potentially a Thanatos instinct—a death-inclined force with a sense of guilt which ,if overindulged, leads people into self-destructiveness. Under this circumstance, suicide and homicide are, to some extent, inevitable when the life and the death instincts fall into a confused and unbalanced relationship.

In spite of the fact the for most part, counselors, therapists, researchers, and educators have ground their theories just as well without the aid of the death instinct theory. However, there is still vitality in the failed theory. Einstein had independently got the same conclusion as Freud "Man has in him the need to hate and to destroy." It is only when these two drives—the life force and the death force are in harmony that humans function and feel at their best.

2. PAUL MOREL'S PERSONALITY DEVELOPMENT

(1) At the oral stage

Paul is faced with parental problems in this stage. His father does not give his wife a care and love, even, when she bears his boy, Paul. He always enjoys his rest time by laying his arm, which means Paul does not get much love from his father. Furthermore, Paul's parents are often in a problem because of their different perception and ways of life. They cannot avoid the disputing in front of the child. Under such condition still being a baby, "when they were both angry, the baby began to cry." (Lawrence, 1913:35)

The brutal manner of Paul's father closes his mother's mind and feeling to Paul. She becomes an over loveable mother for Paul. She always wants to keep him and treats him with excessive of love and care that makes William, Paul's brother, feels jealous.

"The thought of being the mother of man was warming to her hearth. She looked at the child. It had blue eyes, and a lot of fair hair, and was bonny. Her love came up hot, in spite of everything. She had it in bed with her." (Lawrence, 1913:31)

Consequently, his mother's over affection contributes greatly to Paul's personality development in that it makes Paul always depend on his mother in every condition. Thus, Paul develops an oral-passive personality, that is, he has a dependent, indecisive and quite personality in his later age. His dependent personality is shown when Paul and his mother were waiting his drunkard father in the doorway.

"Then the boy dawdled about near his mother. They shared the same anxiety." (Lawrence, 1913:61)

Paul's indecisive personality takes its appearance when Paul is in a dilemma of choosing between Miriam and his mother. He loves his mother so much that he "was hurt between the past glamour with Miriam and the knowledge that his mother fretted. He had meant not to say anything, to refuse to answer. But he could not harden his heart to ignore his mother (Lawrence, 1913:161)."

Paul's quite personality is actually as the result of his father's bad manner. Of course, the witness of his father's bad manner affects the development of Paul's personality. And as a result, Paul becomes a quite, passive boy and he cannot play freely as other children. Only in a few time, he can be an active and interested boy. But again, he falls into a depression condition that makes him being a passive and quite again.

"While Paul, always rather delicate and quite, got slimmer, and trotted after his mother like her shadow. He usually active and interested, but sometimes he would have fits of depression." (Lawrence, 1913:48)

Furthermore, his father's brutal manner is the starting point for his fearful personality as it can be seen in this quotation:

"Often Paul would wake up, after he had been asleep a long time, aware of thuds downstairs. Instantly he was wide wake. Then he heard the booming shouts of his father, come home nearly drunk". (Lawrence, 1913:60)

Therefore, his father's maltreatment makes him depressive, passive while his mother's over affection dependent and indecisive.

(2) At the anal stage

This stage still involves the same problem of parental attitudes when actually his mother has to teach him about self-management, for example by teaching him with the cleaning rule. But because of her mother's possessive and over treatment, she does not teach him about it. Whatever Paul needs is fulfilled by his mother, he becomes temperamental and cruel, which is the starting point of his analaggressive (letting go) personality in a later ages.

Paul's temperamental personality is seen when he meets a person who disrespect him and gets directly angry because as long as he grows he is always loved very much by his mother.

"They're hateful, and common, and hateful, they are, and I'm not going any more. Mr. Braithwaite drops his 'h's', an' Mr.Winterbottom says 'You as."(Lawrence, 1913:72)

Paul's temperamental personality continues to his adolescence. It is easy for him to be angry when teaching Miriam.

"When she held herself in a grip, and seemed so utterly humble before the lesson, it made his blood rouse. He stormed at her, got ashamed, continued the lesson, and grew furious again, got ashamed." (Lawrence, 1913:156)

What is worse, "he was cruel. And when they went alone he was even fiercer, as if he would kill her soul. He bled her beliefs till she almost lost consciousness (Lawrence, 1913:192)."

His mother's overtreatment meets nearly every need of Paul. Consequently, Paul cannot manage himself, when dissatisfaction condition frequents him, and he loses his temper. Shortly, Paul develops an analaggressive personality that is he becomes temperamental and cruel boy.

(3) At the phallic stage

Mrs. Morel's overtreatment renders Paul vulnerable to outsider environment, which accounts for his sensitiveness and fear. At the same time, his sexual interests amount with his ages, leading to the Oedipus complex.

"Paul loved to sleep with his mother. Sleep is still most perfect. In spite of hygienist, when it is shared with a beloved. The warmth, the security and peace of soul, the utter comfort from the touch of the other, knits the sleep, so that it takes the body and soul completely in its healing." (Lawrence, 1913:67)

From the above description, we can sense Paul's abnormal love to his mother. According to the theory that unsolved Oedipus conflict will bring that person to the further conflict concerning the sexual relation.

(4) At the Genital stage

In this age, Paul begins to have a good social relationship, although he has deep problems in his family because he and his mother have ascended to the middle class.

His talent wins him as the important factor in his factory, adding his self-confidence, which in turn gives him cheerful and friendly personality.

"Some of them regarded him as a curious little creature, so serious, yet so bright and jolly (Lawrence 1913:110)."

He soon was friends with the boys, whose rudeness was only superficial.(Lawrence, 1913:149)

One fact we should not lose sight of is Paul's Oedipus complex in which his indecisiveness takes its appearance. Paul is always in a dilemma of choosing between Miriam and his mother. He loves his mother so much that he "was hurt between the past glamour with Miriam and the knowledge that his mother fretted. He had meant not to say anything, to refuse to answer. But he could not harden his heart to ignore his mother (Lawrence, 1913:161)."

In front of the conflict, what he does is just keeping silent. Also, his love for Clara surrenders to the Oedipus complex in spite of that they have attracted and loved each other. It is only when his mother dies that he makes up his mind to turn a new leaf.

3. CONCLUSION

Psychology has aroused intense attention in modern time as a result of modern technology to explore the internal world. Freud, an Austria psychologist, has been a milestone in the history of psychology development because of his contribution. Literature also mirrors this trend in its formation of psychoanalytical novels. D.H.Lawrence , as a leading modern writer, is devoted himself to reflecting this tendency by unraveling the secrets of human being's inner world.

In spite of the fact that his bravery of sex description challenges the traditional morality, his contribution to modern literature, by no means, can be erased. His sons and lovers, in many ways, gives a full display of some theories of Freud, which bridges the field of psychology and literature.

Thus, having a healthy personality is of immense significance to improve oneself as well as better family relationship. We are required to have a deeper knowledge of those psychological theories which can offer us an access to understanding some hot phenomena such as mental disorder of personality, incest and suicide and learning how to handle them wisely.

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A Review of Research on Online Ideological and Political Education of College Students in the Past Ten Years-Qualitative Analysis Based on Grounded Theory

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Abstract: In the past ten years, fruitful results have been achieved in the research on online ideological and political education of college students. This paper screens 187 journal papers related to college students' online ideological and political education in the past ten years, adopts grounded theoretical qualitative analysis methods, and applies NVivo11 analysis software to code, sort and summarize journal papers. The results show that in the past ten years, the academic circles have discussed and analyzed the challenges faced by college students' online ideological and political education, such as the complex network environment, the backward carrier tools, the main body being impacted, and the outstanding problems of students' online thinking. At the same time, in terms of countermeasures and innovations in college students' online ideological and political education, the academic community has put forward multiple viewpoints such as changing ideas, building platforms, innovative content, enriching forms, flexible management methods, improving systems and coordination mechanisms, and enhancing team media capabilities. In general, the current academic research in this field has not only deepened the understanding of college students' online ideological and political education, but also provided suggestions and reference for colleges and universities to carry out college students' online ideological and political education.

Keywords: College students; Online ideological and political education; Research review; Qualitative analysis

1.INTRODUCTION

From 2009 to 2019, the micro media represented by microblog, WeChat, APP and Tiktok have emerged and grown, forming the media pattern of micro media, self media and omnimedia successively. On the one hand, the development of online media has caused a great impact on the traditional ideological and political education of college students. On the other hand, it has promoted the formation of online ideological and political education of college students. In the future, new things will appear in the new media, such as artificial intelligence, 5G, mobile Internet, regional chain, etc., which will form a new media pattern of "Internet of everything", which will certainly make the online ideological and political education of college students face new challenges. Facing the new challenges, how to innovate and respond to the online ideological and political education of college students? It requires an in-depth study. In this study, we adopt the method of grounded theory and apply NVivo11 qualitative analysis software to organize the journal papers related to the online ideological and political education of college students in the past ten years, so as to sort out and summarize the research on the online ideological and political education of college students in the past ten years, and provide reference and literature basis for the reference of experience and countermeasures for the online ideological and political education of college students.

2.RESEARCH DESIGN

2.1 Research methods and tools

This study adopts qualitative research method to search journal papers related to the research of online ideological and political education of college students in China in the past ten years. Based on the grounded theory, the qualitative analysis software NVivo11 was used to conduct in-depth reading and open coding of journal papers, and summarize the spindle codes and core codes.

2.2 Research objects and samples

The object of this study is the journal papers related to the research of online ideological and political education of college students in the past ten years (2011-2020). The selection of journal papers strictly follows two criteria: the papers must be publicly published in journals and included in databases such as CNKI and VIP, and the content of the papers should be related to the concerns of this study. The journal papers were searched in the CNKI and VIP databases, and 535 papers met the two criteria. First, all the papers of Core journals of Peking University and CSSCI journals were read, and then the papers of other categories of journals were read in turn by year. If no new ideas or concepts were found in 3-5 papers in a row, then all the papers in the same year were not read again, which means that the "theoretical saturation" of qualitative research was reached. The final sample size of the study was 187 papers. The sample covers 2011-2020 and all types of journal papers, which is representative.

Table 1 Basic information of the study sample

Type of paper	Number of papers										
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total
Core journals of Peking University	4	8	10	10	32	6	11	11	10	1	103
CSSCI	3	3	2	6	9	11	2	4	3	0	43
Other Journals	3	3	4	5	4	5	4	5	5	3	41
Total	10	14	16	21	45	22	17	20	18	4	187

2.3Research process

This research first obtains real, effective and accurate samples through the collection of journal papers; and then, based on the grounded theory method, performs three-level coding of the samples; and on this basis, conducts an inductive analysis on the research of college students' online ideological and political education.

2.3.1 Collection and selection of journal papers

This research collects journal papers from CNKI and VIP databases. First, determine the keywords to search and establish two keyword phrases, one is "ideological and political education", "ideological and political work", "ideological work", "ideological and political work", and the other is "network", "Internet", "big data", "microblog", "WeChat", "Press", "Media", "Micro-era", and "4G". Choose one of the two phrases to match the searched keywords and search in order to ensure the integrity of the sample collection. Secondly, conduct a preliminary screening of the collected journal papers, focusing on whether the papers involve two aspects. One aspect is "difficulties, problems, challenges, contradictions, etc. in the online ideological and political education of college students", and the other is " "Innovation, countermeasures, coping, strategies, etc. in the online ideological and political education of college students." A cross-screening method is adopted to ensure the accuracy of the sample. Finally, the collected journal papers are classified by year and journal type to facilitate subsequent coding.

2.3.2 Coding

After completing the collection of journal papers, import the original papers into NVivo11's internal data in turn, and classify them at the first level by year, and classify them at the second level by journal type in the level of year, using a bottom-up approach for open coding, spindle coding and core coding .

First of all, the first-level open coding is is to semantically decompose and conceptualize the textual material according to the research topic, and to summarize the free nodes that can respond to the phenomenon. Read the journal papers in depth, and decompose them word by word, and sentence by sentence; divide them into sentences according to the research topic, and separate the semantic blocks, create free nodes in Vivo, name the free nodes using localized concepts, categorize different free nodes with the same meaning, and code them on the same concept. The journal papers are continuously divided into sentences, extracted, compared, conceptualized, and categorized until all journal papers are coded.

Next, the secondary spindle coding mainly analyzes and establishes the associated attributes between nodes, and summarizes the tree nodes that can clarify the context and development of events. On the basis of the first-level coding, the correlation between relatively isolated nodes and between nodes and categories is established, and the main axis categories are coded to form tree nodes. Sort the nodes in the first-level coding into tree nodes in turn until all the first-level coding is completed.

Finally, the three-level core coding is mainly to summarize the core viewpoints that can express "the central idea of the story" based on the "story writing" of open coding and the "story line" of main axis coding. The core point of view is the most frequent and most stable node in all journal papers. Explore and analyze these nodes, and summarize a core node that is related to the attributes of other nodes and owns the characteristics of generality.

2.3.3 Encoding Reliability Test

The “coding comparison function” of NVivo11 was used to test the coding reliability. Two researchers performed text comparisons after coding separately. The results showed that the “coding agreement percentage” was between 82.56% and 95.63%, indicating good coding reliability.

3.RESEARCH RESULTS

3.1 Challenges of online ideological and political

education of college students

3.1.1 The network environment with diversified values and cultures is a direct challenge

The rapid development of the Internet and the constant updating of new media have broken the international ideological struggle pattern, and various trends, concepts and ideas are mixed, and a large number of non-mainstream ideologies and values are intermingled, which directly change the working environment of college students' online ideological and political education. In the journal literature, Zhou Gang (2015) argues that the globalization of the Internet has led to the coexistence of Western values and socialist core values, forming an online environment of value pluralism, which has a great impact on the working environment of traditional ideological and political education for college students [1]. Feng Pei (2019) cited the results of the People's Forum's survey on the flow of social trends at home and abroad, and pointed out that from the end of 2018 to the beginning of 2019, ten international trends of concern, such as extremism, populism and neoliberalism, and ten "non-socialist" trends with profound impact on domestic reality and a high degree of concern, such as general-entertainmentism, historical nihilism and universal value theory [2]. According to Zhang Yun and Du Chunli (2016), the rise of social media provides a breeding space for vulgar and speculative information, and college students themselves can hardly resist the tendency of "general-entertainment" [3]. Yang Yinping (2014) pointed out that the influx of Western corrupt and backward culture into China through the door of reform and opening up has led to the proliferation of multiculturalism on the Internet [4].

3.1.2 Poor quality, backward content and single form of web carrier tools are the main challenges

The problems of poor actual operation, poor interactivity, empty contents, backward forms and single ways and methods of media platforms in colleges and universities have led to the poor effectiveness of online ideological and political education of college students and made it difficult to carry out. In the journal literature, Cheng Di (2013) pointed out the problems of narrow coverage, single form, dull and serious content, poor readability and poor interactivity of ideological and political education from college microblog[5]. Du Chengyu (2017) believed that some ideological and political education workers lack innovation and treat online ideological and political education work in a "copy-and-transcribe" way, directly transferring "gray theories" to micro media [6]. According to Han Xiaofeng and Zhang Tianyi (2015), the online discourse system of colleges and universities is lagging behind, the language content is different from the interests of college students, the topics are not synchronized with social hotspots, and the means of discourse communication cannot keep up with the fast pace of new media [7]. Wang Ying and Yu Qinming (2017) put forward the view that the educational content and methods of online ideological and political education work are lacking in advance [8]. Lu Hu (2015) argued that in general, college students are still not interactive in micro-media, the feedback interaction is still not active enough, and the operation and management of micro-media by universities is not satisfactory[9] . Qin Lei and Zhu Jindong (2020) pointed out that in the era of artificial intelligence, the effective tools for ideological and political work in colleges and universities lack macro coordination, and the data between various platforms cannot be interconnected, and the phenomenon of information silos is more prominent[10] . In addition, Zhang Rui, Dong Zhi, Xia Xin (2014) and Xu Liang (2016) also pointed out the ethical dilemma of ideological and political education work triggered by big data, and the privacy and freedom of college students were violated [11-12].

3.1.3 Weakened subjectivity, backward concepts, and non-professionalization of the civic affairs team are important challenges

The development of the Internet and the "decentering" of new media have put the online ideological and political education of college students in a passive situation, which, coupled with the lack of understanding of online media by education subjects and the backward construction of the ideological and political team, has eventually led to the problems of weakening the main position of ideological and political education work, equalization of discourse and unsound institutional mechanism. In journal papers, Su Bingxing (2015), Chen Rongming (2017), Jia Xun and Wang Fei (2018) all pointed out that the online ideological and political education of college students faced problems such as weakened subject status, marginalization of ideological and political education work, weakened unity of socialist core values, equalization of discourse, and threatened authority of teachers [13-15]. Cao Zheng (2015) put forward the view that theories and concepts of information literacy education in China's colleges and universities need to be updated [16]. Cong Liang (2019) pointed out that in the era of integrated media, the concept of using integrated media in colleges and universities is lagging behind [17]. Zhang Qin (2014) argued that in the new media era, the civic and political science workers could not keep up with the pace of new media updates, which led to the increasing blind spots of civic and political science work [18]. Xiong Huazhong (2019) elaborated the view that the online thinking and politics team is under-invested, with a single structure and a lack of information network talents [19]. In addition, Nie Liqing and Wang Zhaoqin (2015) considered that the main problems in the institutional aspect of new media construction in colleges and universities are multi-headed management, lack of integration, poor system and poor mechanism [20].

3.1.4 The outstanding problem of college students in the network ideological and moral cultivation is the fundamental dilemma

In the complex network environment, college students have received different values and ideological cultures, which have led some of them to form a wrong outlook on life and present ideological and moral cultivation problems such as moral misconduct, lack of political beliefs, and confusion of ideals and beliefs. In the journal paper, Dong Zhuoning (2012) argued that the Internet communication is entrapped with bad information and culture, which directly affects the formation of correct values and moral values of college students [21]. Liu Hongbin (2012) pointed out that some foul language, hidden graphics, and arbitrary words and actions on microblogs have negatively affected college students' thoughts, morals, and psychology [22]. Ji Haiju (2015) believed that college students are not strong in acquiring information, not capable of using online resources effectively, and weak in screening online information, and most of them mainly focus on entertainment and leisure [23]. Deng Meng (2015) pointed out that some college students with poor self-control are prone to form "Internet addiction", which makes their physical and mental health negatively affected [24].

3.2 Countermeasures and innovation of college students' online ideological and political education

3.2.1 Change of philosophy: Unify the mind by Marxism, gather values by socialist core values, develop student-centered work

In terms of the concept, cope with the challenges of the Internet to traditional ideological and political education work, and to carry out student-centered online ideological work on the premise of adhering to Marxist guidance, firmly grasping the discourse of socialist ideology, and firmly grasping the dominance of online ideology. In a journal paper, Yang Zhiyong (2019) argued that in response to the challenges of the omnimedia era, it is necessary to strengthen the foundation, continuously consolidate the guiding position of Marxism, and bring into play the role of socialist core values as a cohesive force [25]. Liu Jiaxiang (2020) thought that in the face of the severe challenges of online ideological and political education in colleges and universities in the new era, it is necessary to firmly establish political awareness, position awareness, issue awareness, discourse awareness and supervision awareness [26]. Long Nina (2013) pointed out that we should change the concept of traditional ideological and political education and carry out online ideological and political education with the concept of "student-centered" [27]. In addition, Cong Liang (2019) proposed to establish the concept of integrated media and build a "integrated as one" thinking and government pattern [17].

3.2.2 Build a platform: from using the network, to innovative carriers, to omnimedia integration

In terms of network platform construction, the countermeasures of network media platform construction have been experienced from using existing platforms and media (such as websites, microblog, WeChat, etc.) at the beginning, to innovative carriers (such as YIban), and then to the in-depth integration of traditional media, artificial intelligence media, network media, 5G mobile Internet media, regional chain media, and other omnimedia. In a journal paper, Liao Qiuzi (2013) suggested opening an official microblog account and using microblog to sound the system and play the role of online education [28]. Zhao Jian (2019) argued that to adapt to the era of omnimedia, the construction of Yiban should be strengthened and its functions should be opened [29]. Yang Zhiyong (2019) suggested accelerating media integration and building a fusion media center and "central kitchen" to form a three-dimensional communication pattern [25].

3.2.3 Innovative content: socialist core value system as the main axis of content, and advanced socialist culture to strengthen the mainstream ideological opinion

In the face of the network where various values and trends are mixed, the content of college students' online ideological and political education should constantly enrich the content of the main axis of the socialist core value system, vigorously promote Chinese traditional culture, revolutionary culture and other advanced socialist culture, and strengthen the mainstream ideological opinion. At the same time, it is also necessary to improve the quality of network services and solve the practical problems of students in time. In the journal paper, Zhao Peng (2015) pointed out that the content should be strengthened, especially in the areas of education on the latest achievements education of Marxism's Chineseization, moral education, humanistic literacy, university spirit, and educational laws and systems [30]. Zhang Lixia (2017) argued that on the one hand, we should do a good job of guiding online public opinion and growing mainstream ideology; on the other hand, we should innovate the discourse, promote the Party's governance and advanced theories, and carry forward the core socialist values [31]. Zhou Gang (2015) proposed to play the role of advanced socialist culture with Chinese characteristics, strengthen campus network culture, guide public opinion, and grasp the dominant power of public opinion control [1]. In addition, Li Peng and Wang Yanjie (2015) argued that Internet content should include information data service items to solve students' practical problems [32].

3.2.4 Rich form: from text, pictures to VR, 5G, constantly updating network presentation form

In terms of form, the online ideological and political education of college students should keep pace with the times, adopt advanced network technology and media platform, and present the online political thinking content in a vivid and lively form that students are willing to accept. In the journal paper, Chen Zhiyong and Li Tianli (2020) proposed to innovate in "form" and use the latest network technologies such as VR, 5G and cloud computing to enhance the communication power of online ideological politics [33].

3.2.5 Flexible methods: flexible management that emphasizes personalization, innovation, activeness, interaction, and inclusiveness of students

In terms of methods, the civic politics online platform should be able to achieve full coverage, the content should be constantly innovative, and the media software should pay more attention to activeness, interactivity and inclusiveness, and be able to meet the personalized needs of students. In the journal paper, Jin Fei and Xu Xianjun (2019) argue that they insisted on "where the college students are, where the work positions are", improve the coverage of online thinking and government, create public WeChat accounts that attract college students, and design online products that meet the reading habits of college students [34]. Chen Zhiyong (2015) suggests that on the one hand, meet the information demands of college students, master their psychological demands, and enhance their discourse experience. On the other hand, constantly replace new media teaching aids, open online classrooms, enhance teaching interaction, strengthen activeness, and stimulate college students' knowledge seeking [35]. Li Tao and Yan Chengjian (2019) pointed out that in the era of omnimedia, students have differences in acceptance, interests and hobbies, and online thinking and government should focus on differential communication and improve the accuracy of public opinion guidance [36].

3.2.6 Sound system and coordination mechanism: establish a sound system of network-related laws and regulations to form a multi-sectoral and multi-disciplinary collaborative education mechanism

In terms of system and mechanism, we should speed up the formulation of network-related laws, improve the system of information supervision, early warning and emergency response, and collaborate with each other between different departments of colleges and universities and different fields to form a network collaborative education mechanism. In the journal paper, Li Yang, Sun Zhiyong and Li Yixiao (2019) pointed out that it is necessary to establish the mechanism of network information supervision between university departments and between universities and the government, to master the dominant power of network information and prevent the intrusion of "non-socialist" thinking [37]. Fu Li and Wu Heng (2017) believed that online thinking and government should form a joint effort of moral education work, academic teachers group, government and parents [38]. LaiFeng, and ZhengXin (2020) proposed that the super-complex mobile Internet society has prompted the formation of a super-complex system of ideological and political education in colleges and universities, and to achieve systematic innovation in content, carrier, and discourse, one should improve the institutions such as leadership system, organization system, and supervision system, and the other should improve the mechanisms such as coordination mechanism, guarantee mechanism, and evaluation mechanism [39].

3.2.7 Enhance the media capacity of the team: improve media education and cultivate network leaders

In terms of team building, it is necessary to strengthen the network technology of the thinking and government work team, improve the media literacy of the thinking and government team and students, and cultivate young role models, student network opinion leaders and leaders of ideological opinion. In a journal paper, Zhang Zaijin (2016) suggested building a thinking work team with advanced concepts, keeping up with the times, creative and active thinking, and improving teachers' and students' media literacy such as new media knowledge and legal literacy [40]. Li Mengying (2019) proposed to improve college students' online literacy in terms of actively cultivating correct value concepts, strengthening college students' self-education, and enhancing cyberspace governance [41]. Xin Baozhong, Yu Qinming, and Yao Fengzhen (2019) argued that using big data to carry out thinking and government work and strengthening the information communication, information analysis, and information feedback and other informational capabilities of the thinking and politics team [42].

4.CONCLUSIONS OF THE RESEARCH

4.1 Conclusion and outlook

This study uses NVivo software to sort out and analyze the challenges faced by the online ideological and political education of college students in China in the past ten years from four dimensions: network environment, network carrier tools, educational subjects, and college students, and to organize and summarize the countermeasures and innovations of online ideological and political education of college students from seven aspects: concept, platform, content, form, mode, system and mechanism, and team.

The above findings are important inspirations for the future research of online ideological and political education of college students.

First, under the background of omnimedia, college students' online ideological and political education faces new dilemmas and innovative research. In the past ten years, the online ideological and political education of college students has made certain effect by changing the carrier tools to cope with the dilemma. But the carrier tool is not the same, but constantly updated. Therefore, the innovative research of carrier tool should keep pace with the times. In 2019, Xi Jinping proposed the omnimedia concept of "omni-process media, omni-interest media, omni-member media and omni-effective media", which means that the network carrier tools have undergone significant changes, which have posed new challenges to the communication mode, form attractiveness, content authenticity, information timeliness and media transparency of college students' online ideological and political education work. In the background of omnimedia, it is worth thinking and studying how to follow the trend, promote media integration, innovate and develop, occupy the high point of communication, strengthen the influence, competitiveness, credibility and guiding power of mainstream media, and firmly grasp the dominant power of socialist ideology in the network.

Secondly, the research on the construction of rule of law system for college students' online ideological and political education. In the past ten years, although a few scholars have also proposed to change the bad behaviors on the network by strengthening legal education and establishing the system of network rule of law. In general, changing the complex network environment dilemma is mainly still achieved through indirect methods. Undoubtedly, the future development of 5G, smart media and regional chain will certainly bring the network into the era of Internet of everything, and the network environment will be more complex, so only through changing the carrier tools of mainstream media, indirectly restrain the bad network environment is far from enough. To cope with the complex network environment, the online ideological and political education of college students should build a rule of law system and strengthen the management of emerging media, so that the cyber space of college students becomes clean and clear. Therefore, how to build a rule of law system for college students' online ideological and political education and make it effective is a problem that shall be studied in the future.

4.2Innovation and deficiency

In this study, NVivo11 qualitative analysis software was used to process journal papers, which not only reduced the time cost and reading volume, but also allowed the effective recording and aggregation of scholars' opinions through coding, avoiding problems such as omission of information due to personal factors, and ensuring the authenticity and objectivity of the study. However, there are also deficiencies in the study. The study mainly adopts journal papers as the analysis data. Although the sample has reached "theoretical saturation", this saturation is an ideal state. In reality, not all the online ideological and political education of college students is presented in journal papers, for example, it may be presented in some online tweets, public numbers and other media carriers, and there are differences in individual's views and understanding of online ideological and political education of college students, which makes the nodes cannot reach the full saturation state.

ACKNOWLEDGMENT

Guangdong Higher Education Society "Thirteenth Five-Year Plan" research project on higher education for young teachers in colleges and universities in 2019, "Innovative research on ideological and political education of college students in the new era" (19GGZ025); Guangdong Provincial Education Department Project of Young Innovative Talents in General Universities in 2020 "Research on National Identity of Hong Kong Students in Mainland Universities" (2020WQNCX189); Project of Shenzhen Institute of Vocational Technology in 2020 "Research on Vocational Education with Shenzhen Characteristics under the Perspective of Chinese Traditional Culture" (60203100); Project of Young Innovative Talents in University-level in 2020 “Research Project Research on the Culture of Vocational Education with Shenzhen Characteristics in the Perspective of Chinese Traditional Culture" (6020310013S).

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A Study of Text Readability of College English Coursebooks

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Abstract:Text difficulty is the focus of the selection of texts in English coursebooks, and readability plays an important indicator to measure the difficulty of texts. However, there have been few studies on the readability of coursebooks for college English majors in the past, especially those which focus on the development of variation among each volume of the coursebooks. This thesis uses Flesh and other readability formulas as tools to study the development of readability influenced by surface text characteristics including vocabulary and sentence length of texts in Contemporary College English to verify whether the compilation of this coursebook follows the scientific law of increasing difficulty. The results turn out that although the text difficulty of the six volumes shows an overall upward trend, Volumes 4 and 5 show a very modest increase or even a downward trend in difficulty. Besides, the difficulty levels of each unit within each volume are unstable, without following a linear change from easy to difficult, and the difficulty fluctuations among units do not show a pattern. This research provides certain guiding significance for textbook editors and publishers, as well as users.

Keywords: Coursebook Evaluation; Text Difficulty; Readability

I. INTRODUCTION

In January 2020, the National Textbook Committee issued “The National Planning for the Construction of Textbooks in Universities, Middle Schools, and Primary Schools (2019-2022)”, and the Ministry of Education issued four coursebook management measures, including “The Management Measures on Textbooks for Universities”. In the context of the transition from elite education to mass education, the compilation of coursebooks puts forward more scientific and standardized requirements. Coursebooks are the indispensable element in classroom teaching activities, and they effectively affect the quality of teaching and learning. In the teaching procedure for undergraduate English-major students, the main teaching content for teachers includes the vocabulary, syntax, and themes of the texts in the coursebook. Therefore, texts are an important part of English coursebooks. The setting of those elements and the control over the text difficulty of coursebooks directly affect the students' learning of English knowledge and skills.

II. LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Readability

According to the definition stipulated in the Longman Dictionary of Language Teaching & Applied Linguistics, text readability refers to the degree to which a text is easy to read. The factors that affect readability include sentence length, number of new words, and grammatical complexity [1]. Nowadays, many formulas for calculating readability have been proposed to quantify text complexity from the perspective of vocabulary and syntax. The readability indicators selected for this research are the six commonly used ones summarized by the platform of WEResearch, namely Flesch Reading Ease, Flesch-Kincaid Grade Level, Automated Readability Index, Coleman-Liau Readability Score, and Gunning Fog. This research also uses the platform to calculate the average word length and average sentence length of text materials.

2.1.2 Readability Formulas

According to the relevant information provided by the WELearn platform, the author briefly describes the six readability formulas below.

Flesch Reading Ease is calculated based on the statistical method of Dr. Rudolf Flesch in the United States. The calculation is based on the number of words in the sentence and the number of syllables in the sentence. The value is between 0 and 100. The larger the number is, the easier the article is to read. The degree of difficulty is divided into seven levels: 0 – 30 Very difficult; 30 – 50 Difficult; 50 – 60 Fairly difficult; 60 – 70 Standard; 70 – 80 Fairly easy; 80 – 90 Easy; 90 – 100 Very easy. Its calculation formula is:

$$206.835 - 1.015\left(\frac{\text{total words}}{\text{total sentences}}\right) - 84.6\left(\frac{\text{total syllables}}{\text{total words}}\right)$$

Flesch-Kincaid Grade Level is composed of 12 levels, which roughly correspond to the reading level of American primary and secondary schools. The score is proportional to the writing level of the author and the difficulty of the text. Its calculation formula is:

$$0.39\left(\frac{\text{total words}}{\text{total sentences}}\right) + 11.8\left(\frac{\text{total syllables}}{\text{total words}}\right) - 15.59$$

The Automated Readability Index is similar to Flesch-Kincaid Grade Level, and its value also roughly corresponds to the grade reading level of American primary and secondary schools. Its calculation formula is:

$$4.71\left(\frac{\text{characters}}{\text{words}}\right)+0.5\left(\frac{\text{words}}{\text{sentences}}\right)-21.43$$

The Coleman-Liau readability index is designed by Meri Coleman and T. L. Liau, and its value roughly corresponds to the reading level of American primary and secondary schools. Its calculation formula is:

$$CLI = 0.0588L - 0.296S - 15.8$$

L represents the average number of letters of every 100 words. S represents the average number of sentences of every 100 words.

The value of the Gunning Fog readability index roughly reflects the number of formally educated years required to reach a certain text understanding level. For example, when the Fog value of the text is 12, it means that the U.S. senior high school students (about 18 years old) can understand the text. Its calculation formula is:

$$0.4\left[\left(\frac{\text{words}}{\text{sentences}}\right)+100\left(\frac{\text{complex words}}{\text{words}}\right)\right]$$

The SMOG readability index is designed by G. Harry McLaughlin, and its value also roughly reflects how many years of formal education is needed to understand different levels of the text. Its calculation formula is:

$$\text{grade} = 1.0430\sqrt{\text{number of polysyllables} \times \frac{30}{\text{number of sentences}}} + 3.1291$$

Polysyllables refer to words that contain three or more syllables.

2.2 Studies on Readability of English Textbooks

2.2.1 Studies on Readability of English Textbooks Abroad

The foreign study on the readability of coursebooks first started in the United States. This research mainly includes the analysis of factors affecting the readability and the measurement of the readability of English texts [2].

In terms of analyzing the factors that affect the readability of coursebooks, first introduced a method for analyzing readability to readers in his book Teacher's Word Volume in 1921: summarize common words in the coursebook to make a vocabulary and then judge the readability of the coursebook according to the difficulty of this vocabulary, which has certain enlightenments for subsequent research in this field. In exploring how to effectively measure the readability of English text, the representative figure is Rudolf Franz Flesch. Flesh put forward a readability formula in the book A new readability yardstick, which calculated the text complexity by calculating the influencing factors including the length of syllables, vocabulary, and syntax [3]. Senter and Smith proposed the Automated Readability Index readability formula, whose score roughly corresponds to the grade of American primary and secondary schools [4]. G. Harry McLaughlin proposed a formula for calculating the readability of SMOG [5]. Kincaid and Flesch proposed the Flesch-Kincaid Grade Leve readability formula [6]. In 1980, Harrison introduced and discussed nine commonly used readability formulas, namely Spache formula, Magford table, Powers-Sumner-Kearl formula, Fry’s Reading Difficulty Evaluation Chart, Dale-Chall formula, Mc Laughlin's SMOG formula and FORCAST formula, Flesch formula, Gunning's Fog formula. Kasule explored the correlation between text readability and second language learners [7]. Foreign researchers on the readability of teaching-related materials mainly focus on how to effectively measure the readability and study its influencing factors. The opinions and measurement formulas put forward by the researchers provide the basis for domestic studies on the readability of English coursebooks.

2.2.2 Studies on Readability of English Textbooks at Home

The main contribution of early readability research in the English teaching field at home was the introduction and use of foreign research results of readability to empirically analyze domestic English coursebooks. The purpose of these studies was to verify the applicability of foreign English readability formulas to English coursebooks in a Chinese environment where English is taught as a second language [8]. Le Meiyun first introduced the American scholar Fry's Reading Difficulty Assessment Indicators to China and tested 16 texts in different styles from five coursebooks of different levels of difficulty [9]. The test results prove that Fry’s formula is generally valid in the texts of domestic English coursebooks as well.

In recent years, with the formulation and promulgation of new curriculum standards and the diversified development of teaching materials, more and more attention has been paid to analyze the readability of domestic teaching materials. The domestic researches on the readability of college English coursebooks mainly use corpus language analysis software such as Coh-Metrix, Wordsmith Tool, and Flecsh’s readability formula to calculate the readability value of the coursebook reading materials and then find the problems from the researches aiming at putting forward constructive opinions on the compilation of college English coursebooks. For example, Qian Yufang and Gu Qunchao used the positioning and retrieval software LMC and the corpus language analysis software WordsmithTool as auxiliary means to analyze the type, token, type/token ratio, sentence length, and frequency of the reading texts in the revised edition of the coursebook, College English, and then provided a theoretical and practical basis for the improvement of teaching materials [10]. Zhu Ximing selected three representative coursebooks of selective readings of English newspapers that have been published in recent years, counted their Flesch readability index, and then compared and analyzed the results from the aspects of readability, gradient, and teaching suitability [2]. Pan Xiao used Coh-Metrix to quantitatively analyze the language difficulty of the college English coursebooks and the reading part of the CET-4 and understood the differences in language difficulty between the current used English coursebooks and reading tests for non-English major college students [11]. The study found that the readability of the first and second volumes of the coursebook is much lower than that of the CET-4 reading materials, and there is no obvious difficulty difference between the first and second volumes of the coursebook.

2.3 Limitations of previous studies

Based on previous research results, the researcher finds that the results of foreign coursebook readability research mainly focus on the evaluation of readability factors and effective formulas for determining readability. The text readability research of domestic English coursebooks mainly uses corpus analysis software and Flecsh's readability formula to calculate the readability value of the coursebook reading materials for analyzing whether the coursebook compilation complies with the principle of gradual progress. The purpose of them is to provide suggestions for scientific coursebook compilation and meaningful references for teachers to choose or use teaching materials. Throughout the domestic research on the readability of English coursebooks, it can be found that researchers always focus on the comparative research between different series of coursebooks and the ones between different volumes of the same series of coursebooks. Nevertheless, there is a lack of research on comparing the text readability among different units within the same coursebook. Besides, there is a lack of research on the readability of the widely used coursebook, Contemporary College English (Second Edition) for undergraduate English majors.

III. METHODOLOGY

3.1 Research questions

This thesis compares and analyzes the readability of the texts in Contemporary College English (Second Edition), and intends to explore three questions: a) What are the problems and the features of the difficulty of texts in Contemporary College English (Second Edition), and what is the result of the comparison of the text complexity among different units in each volume and that among different volumes of the books? b) Does the development of text complexity between consecutive units of each book and between consecutive volumes conform to the scientific coursebook compilation principle of gradual increase? c) What useful suggestions can the research provide for the editors of the coursebooks? d) What meaningful suggestions can the research provide for English teachers using Contemporary College English?

3.2 Materials

The research objects of this study are volumes 1-6 of the National Planning Textbook Contemporary College English (Second Edition) published by Foreign Language Teaching and Research Press and edited by Yang Limin as the chief editor. This series of coursebooks is jointly compiled by several well-known experts from Beijing Foreign Studies University. It implements the concept of compiling both basic language skills and cultural connotations to cultivate students' humanistic accomplishment as well as humanistic spirit in language teaching and improve students' thinking ability. Widely used by college English majors in China, it combines the research results of contemporary language teaching and the editors' years of teaching experience. Since its publication, the coursebook has been well received and has been included in the "Tenth Five-Year" and "Eleventh Five-Year" national planning coursebooks.

This study selects the texts of Section A in each unit of the six-volume coursebook because Section A is the main component of each unit that teachers use in class. Among them, Volumes 1-4 each has a total of 14 texts. Considering the 14th text in each volume is in the form of a stage script, composed of short sentences and actors' action designs and lines, which is quite different from other texts in form and content, these four texts are not included in the study and the first 13 texts of each volume are selected for research in order to avoid too large discrepancies in data. Besides, Volumes 5 and 6 each have a total of 12 texts. Therefore, there is a total of 76 corpus copies.

3.3 Data collection and data analysis

The researcher uses the literature method to read, analyze, and organize the literature on the readability of English reading materials and uses statistical methods as well as comparative research methods to comparatively analyze Contemporary College English (Second Edition) from the perspectives of vocabulary, sentence, readability index 1, and readability index 2.

First, a total of 76 independent corpora were established, including the texts of Section A in each unit of Contemporary College English (Second Edition) 1-6 volume. Then, the researcher imported each corpus into the text readability detection tool http://we.sflep.com/research/ReadingEase.aspx?isupdate=verify&ticket=ST-13852467-4rHvxuwqiJ2BVaKUeuHq-cas#1 on WEResearch [12]. Output data contained main text features and six readability values. Then, the researcher preliminarily processed the data in EXCEL to get the average value of each unit in six volumes calculated according to each readability index, and then the variances were calculated for comparative analysis.

WEResearch's measurement for readability mainly includes eight types of text feature analysis and six commonly used readability formulas. The eight types of text features include the total number of sentences, words, complex words (≥ three syllables), syllables, and letters, the average word length, average sentence length, and the average word syllables. The six readability formulas include Flesch Reading Ease, Flesch-Kincaid Grade Level, Automated Readability Index, Coleman-Liau Readability Score, and Gunning Fog. Among them, the researcher chose the average word length and the average sentence length as the two surface text characteristics to analyze because they play an important part in affecting readability. And the Flesch Reading Ease is used as the Readability Index 1 adopted in this research. Since the values of the five readability formulas of Flesch-Kincaid Grade Level, Automated Readability Index, Coleman-Liau, Gunning Fog, and SMOG all correspond to the length of the reader's formal education or U.S. students' grades, the average result of the five calculation formulas' values for each text is defined as the Readability Index 2 used in this thesis.

IV. RESULTS AND DISCUSSION

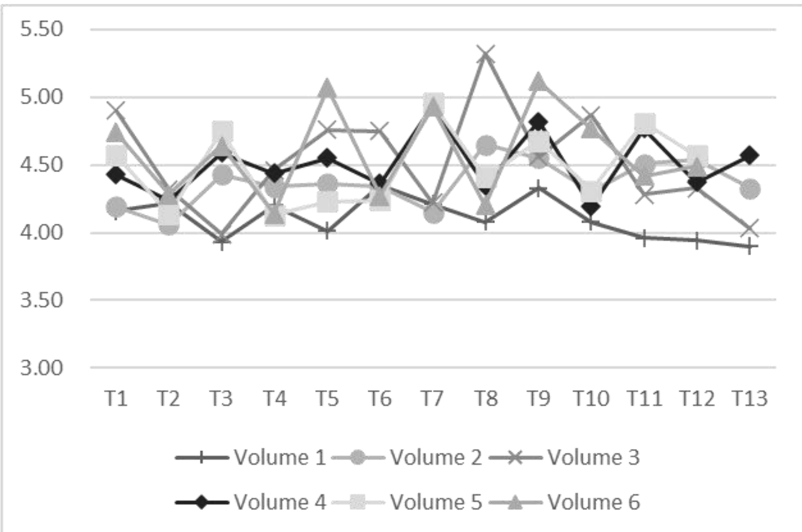
4.1 The Average Word Length

The researcher imported each text into the readability detection tool on WEResearch and got the average word length value for each text of six volumes. The average word length of each volume and the variance of them were calculated in Excel according to the average word length of each text in every volume. Then the researcher made a line chart based on the data, which visually demonstrates the variation trend of the average word length among texts and volumes. More information can be found in table 4-1 and table 4-2.

Table 4-1 Average Word Length

	T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12	T13	AVG	VARP
Volume 1	4.16	4.22	3.93	4.20	4.01	4.35	4.21	4.08	4.33	4.08	3.96	3.94	3.90	4.11	0.02
Volume 2	4.19	4.06	4.43	4.34	4.36	4.34	4.15	4.65	4.55	4.30	4.51	4.54	4.33	4.37	0.03
Volume 3	4.90	4.32	3.99	4.46	4.76	4.75	4.22	5.32	4.56	4.87	4.28	4.33	4.03	4.52	0.14
Volume 4	4.43	4.24	4.59	4.44	4.55	4.36	4.94	4.35	4.82	4.19	4.77	4.37	4.57	4.51	0.05
Volume 5	4.57	4.14	4.75	4.13	4.23	4.24	4.96	4.41	4.68	4.31	4.81	4.57		4.48	0.07
Volume 6	4.74	4.28	4.64	4.14	5.07	4.27	4.93	4.20	5.12	4.77	4.42	4.49		4.59	0.11

Table 4-2 Variation Trend of the Average Word Length



Based on table 4-1 and table 4-2, the following conclusions are obtained.

First, Volume 1's average word length is 4.11, Volume 2 is 4.37, Volume 3 is 4.52, Volume 4 is 4.51, Volume 5 is 4.48, and Volume 6 is 4.59. Although the average word length of the six books generally changes from low to high, it can be found that the average word length of Volume 4 used in the fourth semester and of Volume 5 used in the fifth semester are approximately the same as Volume 3 used in the third semester, and some parts even show a trend of change from high to low.

Second, the average word length of the text in each unit of the six coursebooks is uneven, and it does not reflect the trend of increasing from low to high. Moreover, combined with the variance value, it can be concluded that the average word length fluctuates slightly among each unit of Volume 1, 2, 4, and that of Volume 3, 5, 6 fluctuates greatly.

Based on the above analysis, from the perspective of average word length, the difficulty setting of Volumes 1, 2, 3, 6 follows the principle of difficulty development from low to high. Volume 4 and Volume 5 do not reflect this rule, having problems of unscientific difficulty settings. Moreover, the text difficulty between each unit in every volume is uneven, having the problem of not following the law of difficulty from low to high.

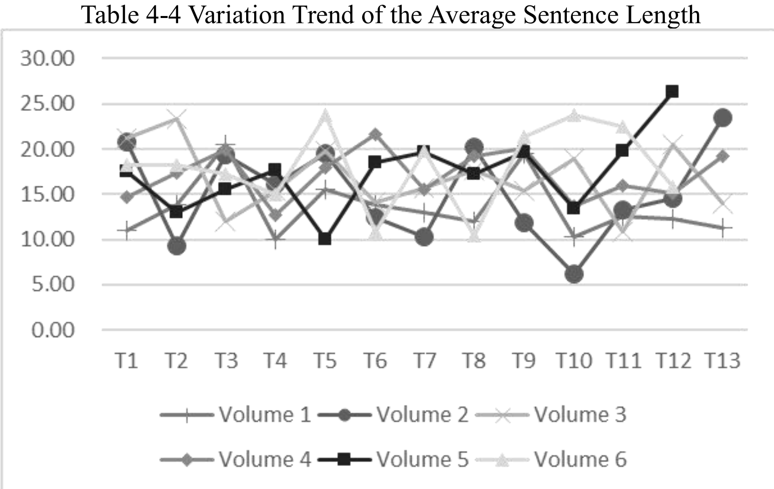
4.2 The Average Sentence Length

The researcher imported each text into the readability detection tool on WEResearch and recorded the average sentence length value for each text of six volumes. The average sentence length of each volume and the variance of them were calculated in Excel according to the average sentence length of each text in every volume. Then the researcher made a line chart based on the data, which visually demonstrates the variation trend of the average sentence length among texts and volumes. More information can be found in table 4-3 and table 4-4.

Table 4-3 Value of the Average Sentence Length

	T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12	T13	AVG	VARP
Volume 1	10.98	13.86	20.56	10.07	15.49	13.80	13.02	12.03	19.50	10.27	12.59	12.24	11.25	13.51	9.88
Volume 2	20.78	9.26	19.36	16.16	19.55	12.46	10.27	20.26	11.90	6.23	13.22	14.51	23.47	15.19	25.01
Volume 3	21.14	23.32	11.99	15.35	19.78	14.10	15.63	17.72	15.46	18.97	10.88	20.43	14.04	16.83	12.87
Volume 4	14.74	17.36	19.95	12.73	17.90	21.60	15.47	19.20	20.12	13.70	15.95	15.17	19.21	17.16	7.00
Volume 5	17.45	13.03	15.56	17.68	10.04	18.45	19.62	17.29	19.65	13.35	19.73	26.37		17.35	15.84
Volume 6	18.23	18.17	17.25	14.96	23.78	10.91	19.83	10.40	21.39	23.73	22.52	15.81		18.08	18.68

Table 4-4 Variation Trend of the Average Sentence Length



Based on table 4-3 and table 4-4, the following conclusions are obtained.

First, from Volume 1 to Volume 6, the average sentence length increases from 13.51 in Volume 1 to 18.08 in Volume 6. At the same time, the increasing range is larger between Volume 1 and 2, Volume 2 and 3, and Volume 5 and 6, while the increasing range is much smaller between Volume 3 and 4, and between Volume 4 5.

Second, the average sentence length of each unit in each volume of the coursebook is uneven, which does not reflect the trend of increasing from low to high. Besides, combined with the variance value, it can be concluded that the text sentence length of each unit in Volume 1, 3, and 4 fluctuates slightly; the text sentence length of Volume 2, 5, and 6 fluctuates greatly.

Based on the above analysis, from the perspective of average sentence length, the difficulty setting of the six-volume coursebook generally follows the law of difficulty development from low to high. At the same time, there is a problem that the increase in the difficulty of Volume 4 and 5 is too small, while the overall difficulty of the six coursebooks fluctuates greatly.

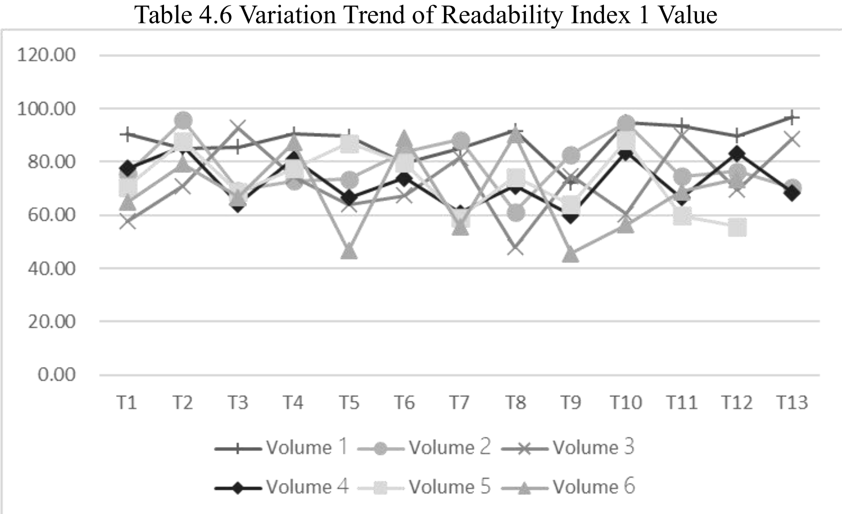
4.3 The Values of Readability

The researcher imported each text into the readability detection tool on WEResearch and recorded the Flesh Reading Ease value for each text of six volumes. The Readability Index 1 value of each volume and the variance of them were calculated in Excel according to the Readability Index 1 value of each text in every volume. Then the researcher made a line chart based on the data, which visually demonstrates the variation trend of the Readability Index 1 Value among texts and volumes. More information can be found in table 4-5 and table 4-6.

Table 4.5 Readability Index 1 Value

	T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12	T13	AVG	VARP
Volume 1	90.48	85.06	85.61	90.29	89.64	79.39	85.06	91.66	71.96	94.81	93.48	89.84	96.68	83.19	41.31
Volume 2	75.34	95.64	69.28	72.86	73.50	83.71	88.29	61.31	82.81	94.64	74.60	76.48	70.42	78.38	94.42
Volume 3	57.69	70.87	92.69	74.56	63.96	67.32	81.55	48.03	74.82	60.48	89.97	69.56	88.72	72.32	164.67
Volume 4	77.42	85.87	64.29	81.05	66.62	73.98	60.88	70.87	59.96	83.71	66.52	83.20	68.50	72.53	74.39
Volume 5	70.56	87.87	68.62	77.61	87.01	79.70	59.06	74.27	64.02	88.07	59.86	55.75		72.70	123.46
Volume 6	64.79	79.10	66.75	87.12	46.75	88.85	55.80	90.10	45.70	56.29	68.85	73.59		68.64	223.80

Table 4.6 Variation Trend of Readability Index 1 Value



Based on table 4-5 and table 4-6, the following conclusions are obtained.

First, Volume 1's average readability score is 83.19, Volume 2's is 78.38, Volume 3's is 72.32, Volume 4's is 72.53, Volume 5's is 72.7, and Volume 6's is 68.64. Although the scores of the average readability index 1 of the six books show an overall change pattern from high to low, it can be found that the average readability score of Volume 4 and Volume 5 are approximately the same as the one of Volume 3 used in the third semester, and some parts even show a trend of change from low to high.

Second, the sixth text (79.39) has the lowest readability score in Volume 1, regarded as Fairly Easy. The highest is the tenth text (94.81), regarded as Very Easy. Volume 2 has the lowest readability score for the eighth text (61.31), regarded as Standard. The highest is the second text (95.64), regarded as Very Easy. Volume 3 has the lowest readability score for the eighth text (48.03), regarded as Difficult. The highest is the third text (92.69), regarded as Very Easy. Volume 4 has the lowest readability score for the ninth text (59.96), regarded as Fairly difficult. The highest is the second text (85.87), regarded as Easy. Volume 5 has the lowest readability score for the twelfth text (55.75), regarded as Fairly difficult. The highest is the tenth text (88.07), regarded as Easy. Volume 6 has the lowest readability score for the ninth text (45.70), regarded as Difficult. The highest is the eighth text (90.10), regarded as Very Easy. Therefore, the average readability scores of each unit of the six-volume coursebook are uneven and do not reflect the increasing trend from high to low. Moreover, combined with the variance value, it can be concluded that the readability scores of the texts are relatively stable among each unit of Volume 1, 2, and 4; the text readability scores among Volume 3, 5, 6 fluctuate greatly.

Based on the above analysis, from the perspective of readability index 1, the difficulty setting between Volume 1, 2, 3, 6 follows the law of difficulty developing from low to high, while Volume 4 and 5 do not reflect this law, having problems in difficulty setting. Besides, the textual difficulty of each unit in each of the six coursebooks is uneven, and it does not follow the law of development from low to high.

V. CONCLUSION

Although in terms of average sentence length, the six volumes of coursebooks show a trend of increasing text difficulty, the increasing range fluctuates greatly. Among them, the fluctuation ranges between Volume 3 and Volume 4 and that between Volume 4 and Volume 5 are so small that they can be almost ignored compared with that between Volume 1 and Volume 2, between Volume 2 and Volume 3, and between Volume 5 and Volume 6. Combining the results obtained from the analysis of average word length, readability index 1, and readability index 2, which show that Volume 4 and Volume 5 do not reflect the increasing law or even show a decreasing trend, the researcher concludes: Although Contemporary College English (Second Edition) shows an overall upward trend in text difficulty from Volume 1 to Volume 6, the text difficulty setting of Volume 4 and Volume 5 is unscientific and does not follow a linear development from easy to difficult. Also, the difficulty of each unit in the six volumes is uneven and does not follow the increasing principle. Among them, the difficulty fluctuations among the units of Volume 1, 2, and 4 are relatively small, and the difficulty fluctuations among the units of Volume 3, 5, and 6 are relatively large.

ACKNOWLEDGEMENT

The paper is supported by National Education Examination Authority & British Council English Assessment Research Grants (EARG2020023), Research Center of American Studies (2020001), Sichuan Social Science Funds (SC20WY035), Student Research Training Program of Southwest Jiaotong University (2020170)

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Exploration on the Construction of College English Translation Practice Teaching System

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Abstract: Under the new situation, the international cooperation and exchanges are becoming more and more frequent. The society's demand for translation talents is growing, and the translation teaching mode of many colleges and universities has been unable to meet the requirements of the society for English translation talents, so colleges and universities began to build English translation practice teaching system. This paper discusses the current situation of college English translation teaching in China, finds out the problems in teaching, and introduces practical teaching to improve students' English translation ability.

Keywords: English translation; practical teaching system; construction

1.INTRODUCTION

With the acceleration of globalization, the cooperation between countries is increasing and the communication is increasingly close. The society needs high-level English translators. In addition to theoretical teaching, translation teaching focuses on the cultivation of students' practical translation ability. The strength of students' English translation ability is closely related to the quality of translation teaching mode in colleges and universities. Therefore, colleges and universities have carried out reform and innovation in translation teaching, and began to build a practical teaching system. Translation practice teaching innovates the traditional teaching mode and makes full use of classroom teaching and extracurricular practice. It not only improves students' enthusiasm in English translation learning, but also improves students' English practical translation ability.

2.CURRENT SITUATION OF ENGLISH TRANSLATION TEACHING IN COLLEGES AND UNIVERSITIES

2.1 The teaching mode lags behind

In the college translation class, due to the influence of the traditional teaching mode, teachers use the "cramming" teaching method to monotonously instill translation theory and teaching materials; students passively accept the theoretical knowledge taught by teachers, the classroom interaction is poor, and students lack learning enthusiasm and autonomy. At the same time, due to the limitation of classroom time, teachers are unable to carry out practical teaching, and students rarely have the opportunity to carry out relevant practical exercises in class. The lag of translation classroom teaching mode and the lack of translation practice limit the improvement of students' practical translation ability. Many students' translation is still in the simplest stage, such as simply combining the meaning of each word. English translation is not simply based on the surface meaning of the text, it needs to consider grammar, context, culture, specific meaning and other factors. At present, there are many drawbacks in the teaching mode of English translation in many colleges and universities, which directly affect the cultivation of professional translators. [1]

2.2 Single translation materials

In practice teaching, teachers will let students translate some extra-curricular materials to practice teaching. But at present, the English translation materials of many colleges and universities are single. On the one hand, the English translation teaching in some colleges and universities is mainly based on literary works, and other practical materials such as economy, business, news, current affairs and politics are less involved, so the translation materials can not keep up with the development of the times. Moreover, the general literary works involve many things, such as grammar, the author's writing habits, historical background, etc; the works are more obscure, and the students with poor ability can not complete them independently, which will hit the students' enthusiasm for learning, or make them "fear difficulties" and give up directly. On the other hand, some college English translation materials are too single, and the materials are limited within the established content framework of the textbook, which will lead to the limitation of students' translation practice ability to the content of the textbook, thus reducing students' enthusiasm and initiative.

2.3 The translation awareness of non english majors is weak

The university is lack of awareness of cultivating students' English translation ability of other majors, especially some science majors, such as biology, chemistry, physics, electronic computer, environmental management, which need to learn from western advanced technology and first-hand English original materials. Some schools do not provide special English textbooks for these majors, nor set up professional English translation courses to help students improve their translation ability. Many of the original materials of economics and science and engineering majors are written in English. Some schools may choose a little stiff translation materials, and some translations may deviate from the original meaning or language combination problems, leading to students' misunderstanding. This not only affects the students' learning of this major, but also limits the improvement of students' translation ability. The cultivation of English translation ability can not be limited to English majors, and other majors should also be taken into account. Only in this way can we cultivate comprehensive practical talents in line with social development.

3.THE SIGNIFICANCE OF CONSTRUCTING ENGLISH TRANSLATION PRACTICE TEACHING SYSTEM

First of all, the practice teaching system conforms to the reform standard. The idea of practice teaching is people-oriented, respecting the dominant position of students in teaching. This idea perfectly meets the teaching requirements under the new situation. In addition, practical teaching encourages students to participate in practical activities, so that students can accumulate experience in practice and understand social needs in work, so that they can formulate development goals that meet social requirements and suit themselves. The establishment of English translation practice teaching system not only meets the requirements of the Ministry of education curriculum reform, but also meets the requirements of social development. Secondly, practice teaching is conducive to the overall development of students. Students' participation in extracurricular practice can not only improve their translation practice ability, but also broaden their horizons and contact with different people, so as to improve their interpersonal skills and teamwork ability. Therefore, the construction of English translation practice teaching system plays a positive role in reforming the traditional translation teaching mode and improving the overall ability of English translation majors. [2]

4. HOW TO CONSTRUCT ENGLISH TRANSLATION TEACHING SYSTEM

4.1 To reform english translation teaching mode

To make use of the practical teaching system of English translation, we need to implement the people-oriented concept, change the roles of teachers and students, and let students master the classroom firstly. This teaching mode can improve students' autonomous learning ability. Teachers need to innovate the content of classroom teaching; teachers can hand over theoretical learning to students, and carry out more practical teaching in the classroom. At the same time, teachers should collect a wide range of translation materials in the preparation of teaching, arrange translation tasks in class, let students self evaluate, mutual evaluate and discuss the translated works in groups according to their own abilities, and answer students' problems in the process of translation. This kind of teaching mode can train students in practice, improve their translation ability, and also strengthen their sense of identity for English translation major. Then, teachers can use the method of situational representation in translation teaching to arrange students to play the role in the content of translation materials. Students can enter the role independently through the understanding of the materials. Teachers can also help students and guide students to enter the role, so that students can understand the learning content through personal deduction, which can improve the efficiency of classroom translation practice teaching. Using the way of situational representation in English translation teaching can not only increase the interest of classroom teaching and enhance the interaction of the classroom, but also improve the students' autonomous translation practice ability.

4.2 TO PARTICIPATE IN SOCIAL PRACTICE

If we only rely on the practice in class to help students improve their English translation ability is far from enough. English translation ability is gradually trained through a lot of practice, but due to the limitation of classroom time, students' translation practice in class is far from enough, so students need to improve their translation ability through social practice. First of all, the school should cooperate with companies that need a large number of translators to arrange students to practice. Through on-the-spot translation practice, students can more intuitively understand the development of the translation industry and the basic process of translation. Then, teachers should encourage students to participate in translation practice activities in and out of class. For example, they can participate in translation practice activities outside school, and also participate in teachers' scientific research activities on English translation. By participating in extracurricular translation practice, students can accumulate the most authentic translation experience, learn the knowledge that they can't learn from textbooks, and get to know more like-minded peers. This can not only improve the students' practical translation ability, but also cultivate the students' team cooperation ability, so that students can always understand the market demand, and lay the foundation for becoming a qualified translator to meet the social needs.

4.3 To add assessment methods

The professional assessment mode of colleges and universities is relatively fixed and single, which is generally the superposition of classroom attendance, homework completion and final examination results. English translation course is no exception, but the practice of English translation course is the most important, which is not included in the scope of assessment. It is unreasonable. Therefore, in the construction of translation practice teaching system, translation practice should be included in the scope of assessment. Teachers should combine the characteristics of English translation practice into the final examination of students. In addition, the graduation thesis design represents the students' comprehensive ability to a certain extent. However, the graduation thesis of English translation major in colleges and universities is still based on theory, which has little connection with social practice. Therefore, the graduation thesis of English translation major can refer to the graduation design ideas of science and engineering, and allow them to use the projects involved in translation practice as the basis of whether to grant a degree. By linking the final examination and degree award with translation practice to comprehensively evaluate students, students can be encouraged to actively participate in English translation practice, so that students can accumulate experience in practice, so as to improve their English practical translation ability. [3]

5. CONCLUSION

Modern society needs talents with practical ability. When colleges and universities cultivate students, they should be based on social needs and strive to cultivate students who can be used by society. English translation major in colleges and universities should combine the practical characteristics of the major with social needs, and ensure that students have time and opportunity to participate in social practice translation from classroom teaching to extracurricular practice. In order to build a long-term practice system for college students, it is necessary to speed up the process of translation teaching.

ACKNOWLEDGEMENT

This paper is supported by the research project of English teaching reform in colleges and universities of Gansu Province in 2020 Research on the Application of POA in College English Listening and Speaking Teaching From the Perspective of Input and Output Hypothesis (Project No.: Y202006)

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On the Necessity of Adult Art Lifelong Education Research

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Abstract: Art is included in culture, and most people's understanding of art in our country stays at the level of painting is very good-looking, singing is particularly good, dancing is very beautiful and so on, all of which should be measured by the specific value of art itself. It is not art education that requires people to make more use of their knowledge rather than art creation. "Art education" plays an irreplaceable role in other disciplines. Most of the study and work in life can not be separated from the shadow of art. If we want to promote the further development of China's comprehensive ability, it is urgent to cultivate students' lifelong learning consciousness of art in adult education.
Keywords: adult education; art; lifelong education

INTRODUCTION

With the continuous progress and development of the times and the rapid development of science and technology, lifelong learning should be a concept that everyone in the society should master, not just a task from kindergarten to higher education. But in today's society, including adult education institutions of higher learning and adult vocational schools, art education is rarely used in the concept of lifelong education.

1.THE EXISTING PROBLEMS OF ADULT ART EDUCATION AT THE PRESENT STAGE

1.1. Insufficient concept cognition in the teaching process

Most design colleges, universities for the aged and adult art training institutions in China generally have the cognition of art, which is only theoretical learning, and little attention is paid to the combination of theoretical knowledge and practice, which inhibits the imagination of students. Through practice, we can improve our professional quality and artistic attainments. Most people who study art are careful in expressing their works, and they don't really make a breakthrough. If art education can't adapt to the social market, this kind of art education mode is unreasonable[1].

1.2. Employment is not guaranteed

Nowadays, the majority of college graduates, after entering the society, do not match their major. At present, more than 600 colleges and universities in China are involved in adult art education. Although in recent years, colleges and universities gradually pay more attention to adult art education, most art learners will face the problem of "unemployment after graduation". This kind of highly professional majors, after graduation, students are targeted to find a job, but in the face of employment opportunities are not many, can not find a job in line with the profession[3].

2.The importance of adult art lifelong education

2.1. Meet the market demand for art talents

In the cultural industry, we need professional art scholars. If we pay attention to the art training of adult students in teaching, we will cultivate more excellent cultural practitioners for the society. In the process of learning, we constantly absorb the creativity of the cultural industry in the society, and constantly update the teaching plan according to the market demand, so as to keep pace with the times and diversify the teaching. When students enter the society for employment, they will not be at a loss all the time. When enterprises recruit such talents, they will be given more opportunities.

2.2. Make up for the blank of Chinese adult art education

Nowadays, most of China's artistic performance is drawing close to the west, learning from the West. Dance and music, the two art categories known by the public, have the shadow of western countries' art and culture in many aspects. China's traditional culture has deep attainments in music and dance, and now it has not done a good inheritance and innovation. China's art is not lack of elements, but in most colleges and universities and art training institutions of adult education in the lack of art education, not across different fields of contact. In the training institutions of adult art education, adult art colleges and universities for the aged, if we can really achieve lifelong learning of art, it will make up for some gaps in China's adult education[2] .

2.3. Cultivate the public's level of art appreciation

Art exists in every corner of life, art concept not only exists in cultural workers, but also ordinary people can have art consciousness. With the continuous improvement of social level, people's quality of life is also constantly improving; people's pursuit of life is no longer simple to eat, wear and shelter, but also has a higher pursuit of quality of life. Art is a carrier of culture. In life, art can constantly affect people's taste, which is conducive to the development of people's aesthetic and sentiment, and increase more fun for life, so as to really improve the living standard and quality. Promote people to love life more and have a positive attitude towards life.

2.4. It is beneficial for cultural practitioners to improve their artistic accomplishment and professional skills

Adult art education and learning is not only learning in school, but also learning in social work. We should keep pace with the times, innovate some existing products and ideas according to popular art knowledge; for cultural workers, continuous learning of art knowledge can improve their professional skills, but also improve some outdated ideas The concept is revised. In this way, cultural practitioners will continue to obtain elements and inspiration in life, and promote the development of their own artistic accomplishment. After the cultural workers create better works, the public will have a higher quality of life.

3.HOW TO ACHIEVE ADULT ART LIFELONG EDUCATION

3.1. Strengthen the combination of theory and practice in adult art education

Higher art colleges, universities for the aged and adult art education communities are highly professional in art learning. If they are only simple theoretical teaching, they can't really learn how to create works. Different from other comprehensive disciplines, this discipline requires students to practice in their own learning.

For example, the major of music will learn how to use music related theoretical knowledge to create music, how to correctly use the voice to sing, and so on. Teachers should arrange more homework in the future. Students will improve their professional skills in many times of practice. Students will find their own way of pronunciation in continuous practice, and creators will also improve in the creation of repertoire.

3.2. Combined with the market demand, carry out adult art education

The main purpose of adult art education is to bring in excellent art talents for the society. Nowadays, the study of music and dance should be based on the development needs of the times and the needs of cultural creativity. The development of our country cannot do without art talents, and the lack of creative talents, creative ideas can not keep up with the changes of the times, the lack of cultural and art practitioners, has seriously affected the sustainable development of China's creative industry. Artists should not only have innovative thinking, but also use art knowledge to create value according to the needs of the times. This demand has higher requirements for this kind of talents.

For example, in the process of learning dance, taking adult community education as an example, there are many dance training institutions in the market. The learning in such training institutions will not be supervised by teachers from time to time, as in compulsory education or colleges and universities. What is needed is students' own consciousness. If there are students in order to better develop their majors, it is more important to combine with the current situation Learn from the actual cases in the market, modify and re create their own ideas according to the current popular dance movements. Only in this way can they create works in line with the commercial value, so that students can get more employment opportunities or better skills training. For those who have been engaged in dance business, we can not ignore the market demand. In the process of creation, we should revise our ideas and works according to the changes of the market. Such a market-oriented education mode will be conducive to the better development of adult art education and cultivate more outstanding dance practitioners in line with the market demand for the society[4].

3.3. Pay attention to the cultivation of innovative thinking

In the traditional adult art education, the education mode is still based on students' passive learning, most of them lack interest in learning, so it is more difficult to have further understanding and understanding of innovation. Art comes from life. Adult's lifelong learning of art can apply every bit of life, form various kinds of creativity, practice and make ideas, and experience innovative methods in continuous experience. The demand of the times for talents is not only the demand for simple skills, but more importantly, this kind of talents can gradually transform to innovation based on their skills. Teachers should constantly guide students to make innovations in teaching. Because the society does not lack talents, what is lacking is innovative talents.

In the music teaching of the University for the elderly, because the thinking of the elderly is not as active as that of the young, we can't just teach rigidly; we can pay more attention to the combination with entertainment. In the music teaching, we can organize various forms of teaching methods, such as karaoke competitions, theme concerts, musicals and other forms of entertainment. The combination of teaching in different fields will help us The elderly bring more fun, while innovative thinking has also been improved to a certain extent.

4.CONCLUSION

China's adult art education is a weak subject in education. It does not fully meet the needs of the market. In the change of the times, the concept of lifelong learning of adult art should be instilled in the hearts of learners, so as to better improve the quality of life and provide more excellent creative talents for the society.

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The Backwash Effect of Grammar Blanks Filling on English Teaching and Learning in Senior High School

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Abstract:Grammar is an integral part of the basic knowledge of the language. High school students learn grammar knowledge that helps to master a solid basic understanding of English. Since 2014, the Liaoning College Entrance Examination English paper canceled the "single-choice question" and replaced it with "grammar blanks filling." The reform requires candidates to be proficient in grammar knowledge and specific language reading and writing skills. The change in this type of question will inevitably have a backwash effect on high school English grammar teaching. Teachers should adjust their teaching methods to guide students to better adapt to this type of problem.

Keywords: Backwash Effect, Grammar Blanks Filling, Senior School

I.BACKWASH EFFECT THEORY

Language testing and language teaching are inextricably linked, and they are interrelated and mutually influential. Language testing can be used to detect language teaching as well as to influence language teaching. In language testing, the impact of an exam on teachers, students, and language teaching is often referred to as a "backwash effect". The backwash effect's nature can be divided positively or negatively, depending on the problem's perspective and the criteria in the study.

In the field of language testing, the term "backwash effect" is often used to refer to the impact of testing on teaching. Still, different researchers have different definitions of the period. Alderson & Wall believes that the backwash effect is that the testing can drive teachers and students to teach or learn that they initially would not teach or learn.1 Shohamy considers that the impact of backwash is a link between testing and language learning. Testing is used to promote language learning.5

In the field of linguistics, scholars use different concepts to replace the role of the backwash effect. Popham (transferred from Wall 1996) introduces "Measurement-driven instruction" to refer to the phenomenon that necessary tests can improve education quality and lead teaching.6 Fredericksen & Collins raise the term "Systemic Validity," arguing that accurate and direct testing is institutionally effective because such testing can lead to reforms in the entire education system curriculum, thereby promoting students' cognitive skills.3 Some scholars explore further and think that counteraction is an aspect of validity. Morrow uses the term "Washback Validity" to point out that tests have validity only when they positively affect teaching.4

Cheng's research on the role of the Hong Kong Education Qualification Examination's reversal shows that testing reforms can bring about curriculum revolution to teaching. This expected or unexpected curriculum revolution is a backwash effect.2

II. THE BACKWASH EFFECT AND CHARACTERISTICS OF BLANKS FILLING

2.1 Characteristics of Blanks Filling

Blanks Filling is a grammatical item based on the Standards for Ordinary High School English Curriculum, including morphology and syntax. The Blanks Filling are presented in the form of discourse, requiring students to fill in the correct answers, examining grammar through context, embodying pragmatic principles and communicative principles. Zhong(2007) found that the blanks filling has the following characteristics through the further analysis of the blanks filling in the 2007 College Entrance Examination: the selection of materials is close to life, the distribution of test sites is reasonable, the grammar knowledge and ability examination are combined, and the students' understanding and analysis ability are examined in the discourse.9

For a long time, the single choice question has been one of the test types used in the college entrance examination for students' grammatical ability. Traditional multiple-choice questions have the characteristics of the unique answer, objective, and fair marking methods. Therefore, as a test method to test grammar knowledge, multiple-choice questions have specific teaching significance and conform to foreign language education's national conditions.8 However, in recent years, scholars have found that single choice questions have shortcomings, such as insufficient information, rigid test form, and limited investigation of students' grammatical ability.7

Blanks filling can replace single-choice questions that have lasted for decades, indicating an unparalleled advantage in single-choice questions. This type of item can increase College Entrance Examination questions' diversity and reflect the spirit of high school English curriculum standards. The blank filling task is highly authentic and can produce a good backwash effect on the students' grammar learning.

2.2 The Back Wash Effect of Blanks Filling

The backwash effect is to test teachers engaged in language teaching and students involved in language learning to do things they did not have to do. Messick believes that result should be interpreted as a backwash effect." 4 We can say that the backwash effect in the narrow sense is the impact of exams on school teaching.

Grammatical blanking mainly examines students' ability to understand discourse, analyze sentence structure, and skillfully apply basic grammar knowledge. This requires teachers to adjust the teaching strategies in daily teaching, focusing on cultivating students' ability to use the English language comprehensively to achieve the College Entrance Examination's positive backwash effect on teaching.

Focus on Grammar: The blank filling examines the necessary knowledge, focusing on breadth rather than depth. Therefore, teachers should guide students through the example sentence to find the language law.

Focus on language points: In reading teaching, the students should be guided to capture the various language points appearing in the sentences, and the students are required to analyze the context in which the language points appear to strengthen the memory of students through reading, imitating, etc.

Take full advantage of text: First of all, in the process of text reading, we need analyze the textbook, such as the chapter structure and inter-sentence relations of the article, to help students improve their reading ability, rationalize the logical relationship, and cultivate the logical thinking of students. Secondly, based on the students' full reading of the text, the text's content is summarized in the form of grammar blanking, and the text is reproduced.

Specialized training: The two methods of blanks filling focus on different language items. The language items examined in the free fill-in-the-blank question mainly include writing logic, conjunctions, prepositions, articles, etc. The language items reviewed by the suggestive fill-in-the-blank questions mainly include the tense and voice of the verb, adjectives, etc.

III. ANALYSIS OF BLANKS FILLING

The Ordinary High School English Curriculum Standards (2017 Edition) was revised from 2014 and lasted for three years. It is suggested that English teaching should be guided by the theme, relying on discourse. Topics refer to a range of relevant issues to a range of people's lives, learning, and work.

Jonny: Hey! I'm just practicing Tai Chi(太极). Would you like to join me?

Peter: I know nothing about it. Is it difficult?

Jonny: It seems easy, but you need a lot of practice. You follow me like this.

Peter: OK. Don't laugh 61 me. I may look funny.

Jonny: Bend your knees slightly and reach out your arms like tree branches, naturally and 62 (soft). Try to keep your body straight. Move slowly, then be sure to keep your balance and don't let your body shake.

Peter: I cannot control my body well. My legs become 63 (pain).

Jonny: Keep 64 (hold) your position for a while. It helps develop your strength and flexibility. Raise your leg and let 65 stays in the air for seconds.

Peter: I feel my legs shaking. I cannot do this any longer.

Jonny: Be patient! Tai Chi 66 (call) "shadow boxing" in English. It asks you to act like water to be flexible as well as 67 strong. In real competition, a Tai Chi master borrows the strength of the competitor and uses this energy to fight back. The 68 (hard) you try to beat him, the more likely you will get hit. He controls you!

Peter: Unbelievable! Oh..., 69 , you don't mind, I'll stop and take a deep 70 .

Analysis：

61. at laugh at sb. a set phrase。

62. softly and: structure of coordination

adjective+ly=adverb
63. Painful subject+department+predicative noun+ful=adjective
64. holding keep doing sth.
65. it the use method of it
66. is called The tense and voice of predicate verbs
67. as as well as.
68. harder the+comparative degree
69. if main sentence future tense, clause current tense
70. breath take a breath.

Articles common in language learning generally include three categories: people and self, people and society, and people and nature.8 The diversity of textual materials is the diversification of contexts. Blanks filling comprehensively examine students' pragmatic abilities and require them to fill in appropriate vocabulary and form in different discourses. There are two types of spaces for blanks filling: one is a suggestive space, that is, the candidate fills in the correct form of the word given in the brackets according to the context. This type of space mainly examines the verb's fundamental changes, non-predicate verbs, and part-of-speech conversion. , the plural form of nouns and the relative level of adjective adverbs; the other is a pure space question. The candidates need to fill in the blanks in combination with the context and the grammatical structure of the sentence. The main test sites are prepositions, pronouns, articles, and conjunctions.9

IV. EPILOGUE

The blanks filling use discourse as the carrier, which provides candidates with a relatively full context, conforms to the requirements of the "communicative language testing theory," and conforms to the propositional guiding ideology of the College Entrance Examination English "based on the discourse," and examines the candidates more effectively.

Teachers attach importance to primary teaching and lead students to consolidate grammar knowledge and learn English well. The most crucial point is the mastery and application of basic grammar knowledge. The blanks filling the focus of the examination is grammar. Therefore, students should pay special attention to the study of grammar in the process of learning. The quality of grammar learning directly determines whether some grammar questions can be done.13

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On the Application of Phonics in Primary School English Teaching

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Abstract: With the globalization, the English education, especially for primary school students, has been gained comprehensive attention from teachers and parents. As one of the bases of English learning, vocabulary learning has always been a headache for the young. How to memorize the words quickly and accurately is a problem perplexing the students. Many students memorize the words mechanically for a long time, in which way they may forget the words soon and even lose the interest in learning English. This article discusses the way to lead students to use phonics to memorize the new words. It will benefit the students not only on the permanently spelling of the words but also on the abilities of reading, listening and speaking.
Keywords: Phonics; English teaching; words; promary school

1.INTRODUCTION

The English education of primary school has been gained comprehensive attention from teachers and parents. The students should master a certain number of words to build a good learning foundation firstly. How to memorize the words quickly and steadily is the question perplexing the students. Many students memorize words mechanically for a long time, in which way the students may forget the words soon and even lose the interest in learning English. With the publishment of the new curriculum standard, the requirements for vocabulary mastering has been improved correspondingly. Therefore, memorizing words effectively is preeminent.

Phonics refers to an efficient method to read and write words, which involves how to connect the pronunciation of English with the spelling of the letters or groups of letters and teaching them to try to blend the pronunciations of letters together to produce possible pronunciations of new words. Phonics is widely used in western countries, which was originated in America in 1790s and has been popular since 1990s. The remarkable results have been recognized worldwide. Whereas, most teaching experience of phonics during foreign countries is based on their mother language or second language. So some teaching approaches may not be suitable for English teaching in China, where English is a foreign language. It was introduced to Hong Kong and Taiwan in 2000 and it has been used only in recent years, mainly in private training institutions. So far it doesn't have great impacts and the relevant theoretical framework and empirical research are very few.

This article will make a further discussion on the application of phonics in English teaching on the basis of the existing theories, in order to enrich the theory of phonics and make it suitable for the English teaching in China.

2.OVERVIEW OF PHONICS

2.1 Basic Connotation of Phonics

Phonics is the required content in primary school courses such as the US and UK, where English is native language. The so-called phonics is a method in which the students can learn the pronunciation tricks of the letters or letter groups that stand for the 44 basic pronunciations of English and grasp the rules of spelling in a carefree atmosphere. Once the students grasp the relationship between the pronunciation and the spelling of the letters or letter groups, they can read the words when they see them and spell them when they hear them. As the phonics teaching expert Blevins put, the phonics contains the relationship between the pronunciation and spelling in English, which teaches the most common relationship between the pronunciation and spelling to make the students grasp the ability to read and spell words.

2.2 Theoretical Basis of Phonics

The phonics is based on several theories, such as behaviorism, constructivism and second language acquisition.

Phonics instruction stresses the importance of repetition and drills, which is supported by behaviorism. Skinner regarded behaviorism based on the proposition that all things we do, including acting, thinking and feeling, can be regarded as behaviors. Omaggio regarded language learning as a response program.

Constructivist approaches believe learners construct knowledge actively. Constructivist rationalism claims that students learn by connecting new knowledge with the old one. According to Stahl, students gradually develop into their own construction of alphabetic knowledge and go through a series of stages on word recognition and spelling.

The critical period hypothesis points that people can learn a language easily and quickly at a certain specific stage of the development of human being. It was first presented by the famous neurobiologists Wilder Penfield and Roberts in 1959. Lenneberg further developed this idea and put forward the famous theory of critical period hypothesis. It's believed that language acquisition can take place naturally and easily at the ages of two to the puberty because of the plasticity of the brain.

3.CURRENT SITUATION OF PHONICS TEACHING METHODS IN CHINA

3.1 The Situation of Phonics in English Teaching

According to a research to 60 students of Shanghai JiaoTong University, 43% of the students think that the pronunciation is the main factor in the English communication while 25% of them hold that it's not only the pronunciation but also other factors that lead to the difficulty in the English communication. The result of another research shows that 89% of the students are not satisfied with their own pronunciation.

Most students may have difficulties in English learning on the pronunciation and the memorization of the words. Meanwhile, during English teaching process, most English teachers find a serious problem that although many of the students have learned the International Phonetic Alphabet previously, they are still not able to spell the words. It is the common phenomenon in China, especially in the countrysides.

3.2 Existing Problems of the Application of Phonics in English Teaching

Plenty of problems of the application in English teaching existed: the backward phonics concepts, the lack of qualified teachers, the imperfect evaluation mechanism of phonics and so on.

The first problem is that teachers have backward phonics concepts. Because of current examination-oriented education system, parents are just concerned about the results of the examination while the teachers also spend much more on improving the grades, which obviously cause teaching slanting towards examination.

The second problem is that there are few qualified teachers team. A lot of teachers don't attain professional training on phonetics and phonics. And students are inclined to imitate their teachers. Thus, the quality of the teachers has great influence on pronunciation level to a great degree.

The teaching team is the basic standard of the evaluation mechanism, while not professional. So there are indeed some imperfections in the evaluation mechanism of phonics, which is also an important problem existing in the application of phonics.

4.THE APPLICATION OF PHONICS IN ENGLISH TEACHING

4.1 The Method of Phonics

As mentioned above, the language input is the precondition of output. Without input, the output will be impossible. A large number of perceptions are the premise condition before phonics teaching method to be carried out. Therefore, it is necessary to seize the opportunity to input corresponding native English songs, cartoons, stories, and so on, in order to improve their phonological awareness and ability to distinguish sounds.

Preferences to performances, games, and actions are main characteristics of young pupils. According to Wang Duqin, life is a game and game is a life. Thus phonics teaching is inseparable from games. The teacher can teach pronunciation by the ways of chant, tongue twister, English nursery rhymes, and so on, which easily draw their attention. For instance, when teaching the present progressive tense, the teacher can use an English nursery rhymes, such as a song "walking, walking, walking, jumping, jumping, jumping, running, running, running, now let's stop", instead of with the structure of grammar. The teacher shall guide students to do these actions with recordings, which can create a real situation to experience the usage of the knowledge.

According to Professor Wang Qiang in English Teaching Methods -- From Theory to Practice, the Total Physical Response Method (TPR) is an exceedingly effective and appropriate teaching means. Phonics will combine the Total Physical Response Method equipped with the action and nursery rhyme. When teaching the word "ice cream" , the teacher can use the nursery rhyme "ice cream", in which it sings "I scream! You scream! We all scream for ice cream!". The teacher can guide the students to shake in whole body movements.

4.2 The Announcements of the Application

During the application of phonics, the announcements are as follows:

First of all, teachers should master the theoretical system of phonics and can use it accurately in the teaching process with ease, not to mislead students.

Secondly, teachers should have the ability to combine teaching materials with phonics, and can put it into application effectively in daily teaching. It was referred in English Course Standard promulgated in 2011 that the students should " understand the laws of simple spell" and "grasp the methods to learn the vocabulary according to the pronunciation, meaning and form of the words". This standard is consistent with the requirements of phonics teaching.

Thirdly, teachers must have continuous studying attitudes. Students are thirsty for knowledge. So teachers should constantly sum up practical experience and innovate new ideas by continuous learning with new research and books.

Last but not least, the teacher must have enough patience. Phonics teaching is a long-term procedure. In Canada, it last at least one year. So teachers should follow the rules and courses naturally and gradually, and take each step steadily and patiently. Teachers should be flexible in changing and create proper teaching materials and ways suitable for students.

5.CONCLUSION

Under the background of globalization, the education reform highlights the practical application of English and examines the learners in real context, rather than in examinations. In China, students pay more effort in learning English with less results. As a kind of table sound language, the pronunciation and spelling of English are associated. Phonics as a bridge between pronunciation and spelling, can improve students confidence.

Overall, in this study the author takes primary school education as a case to reveal some common problems in China, revealing some common problems appeared in the phonics teaching for the middle school English teaching, and provides some suggestions for the better usage of phonics.

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A Study of the Historical Division of Gifted Education in China

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Abstract: The gifted education in China has a long history. However, there is no research on the historical division of Chinese gifted education. Based on some popular studies introducing the history of Chinese gifted education, the author makes historical division of Chinese gifted education. This paper studies the actual situation and process of the development of theory and practice of gifted education in different Chinese historical periods, summarizes the historical experience and regulations, so as to provide reference for solving the problems of contemporary Chinese gifted education and predict its development direction.

Keywords: gifted education; historical division; development process

1.INTRODUCTION

The gifted education is a special form of education for extraordinary gifted children. There are many educators in the world have investigated the gifted children and the gifted education for them. In China, a large number of historical materials recorded cases about extraordinary children. Lv and Tang (2001) searched some Chinese historical books and found in ancient dynasties, the gifted children were described differently. Therefore, it is meaningful to study the whole development process of Chinese gifted education through historical division.

2.LITERATURE REVIEW

The record of gifted children's education in China first appeared in the early Western Han Dynasty. Up to now, it has a history of more than 2000 years. There are some researchers investigated into the history of Chinese gifted education. The study of Huang and Kong (2018) discovered that ancient China's practice of gifted education attached equal importance to morality, correct ideals, academic achievements and intellectual development. The study suggested strengthening filial piety-oriented education supported by family education, and putting faith-oriented education into the entire process of cultivation of talents. On the basis of expounding the connotation of children's extraordinary education and reviewing the history of China's education, Mu (2010) reflected on the rational development of children's gifted education in China. Shi (2017) summarized the recent research achievements in the field of gifted education in China, and put forward some views on the possible development direction in the future. It involved the course and trend of gifted education, and put forward the prospect of future gifted children education. Liu (2008) introduced the course and the present condition of the gifted children education in China, discoursed the necessity of comprehensive development of gifted children, and how to take basic measures. In view of the required information, this study takes literature analysis as the most important method.

3.THE HISTORICAL DIVISION OF GIFTED EDUCATION IN CHINA

The author thinks that the historical division should be based on the clue of the development of Chinese gifted education itself. This is because we can grasp the essence of things and get the essentials based on the law of development of things. Therefore, it is a feasible way to study the history of Chinese gifted education with this method. According to the law of the development of Chinese gifted education, the author divides it into four stages: the imperial examination period (206 BC - AD1912), the national salvation period (AD 1912- AD 1949), the rejuvenation period (AD 1949- AD 1994), and the conscious period (AD 1994-). The following are discussed respectively.

The imperial examination period (206 BC - AD1912)

In ancient China, gifted children were mainly selected by the imperial examination. Because the examination was oriented to all children, although it was aimed at selecting gifted children, it also had a significant impact on early childhood education at that time. At the beginning of the Western Han Dynasty （206 BC）, China began to establish the imperial examination system of selecting gifted children as officials. Because these gifted children were selected to be the imperial officials who would serve the local government, they were tested not only from the intellectual perspective, but also the moral perspective in the imperial examination. Those gifted children were required to be able to recite certain classics. Special attention was also paid to the investigation of their virtue of filial piety and honesty. In Ming and Qing Dynasties, the gifted children were selected to continue their studies, instead of being the imperial officials directly. When the last emperor of Qing Dynasty abdicated, the imperial examination was abolished.

Generally speaking, the gifted children selection system, represented by the imperial examination system, experienced the process of generation, reform, finalization and decline. The rulers did select a group of outstanding children who were appointed as important officials and became models for later generations to follow. In the imperial examination, fame and wealth were used as inducements to encourage children to study hard. In order to meet the requirements of imperial examination, strengthening training has become the only content of family education. Therefore, we think that from the perspective of early childhood education, the disadvantages are obvious.

The national salvation period (AD 1912- AD 1949)

Modern China is a period of national salvation and enlightenment. The spread of Western learning to the East is a process in which Chinese people seek truth from the West and realize salvation and survival. Western socialism, pragmatism, anarchism, reformism and other social trends of thought have been widely introduced into China. Democracy against autocracy and science against ignorance were two major themes of the new culture movement in China. The wide spread of these new ideas and ideas had gradually changed people's value orientation (Zhou, 1996).

Before the Republic of China, no matter what kind of school, it was the tool of imperial examination, and the students it trained had no knowledge of scientific knowledge. During the period of the Republic of China, many Chinese educators learned overseas, and went back to China to use education to promote national salvation. Among them, Shen Yizhen, who believed that school should be the center of social transformation, was the pioneer of gifted education in modern China. He directed the experiment plan of gifted education putting into effect in Shanghai Middle School. The reflection of teachers and students who took part in the experiment indicated that the gifted education had tangible results.

The rejuvenation period (AD 1949- AD 1994)

After the founding of the People's Republic of China, it adhered to the policy of "invigorating the country through science and education". This means that we should fully implement the idea that science and technology are the primary productive forces, adhere to education as the foundation, place science and technology and education in an important position in economic and social development, enhance the national scientific and technological strength and the ability to transform into practical productive forces, so as to accelerate the realization of this goal to promote the prosperity of China. Under this policy, the education reform put great emphasize on science education. Mathematics was valued in early education period, which can be identified in gifted education.

In March 1978, the youth class of the University of Science and Technology of China first recruited students, and then there was the theoretical research and practical exploration of gifted children education system. In 1984, the researchers assisted Tianjin Education Bureau to set up the first experimental class for gifted children in primary schools in China. In the following year, they cooperated with Beijing No.8 Middle School to set up an experimental class for supernormal children. Later, more schools established the experimental class of gifted education. In 1988, the Society of China's Super Normal Education Professional Committee was established.

The conscious period (AD 1994-)

After the gifted youth class started in 1984, it was expanded to more and more universities in China. However, there were many problems appeared in the gifted education experiment. Before long, many gifted youth classes were closed, only left few institutions. Over the years, it seems that there is no real "scientific genius" cultivated. The selected gifted students have been unable to progress since they entered the gifted youth classes due to various factors, such as heavy study load, arrogance, life obstacles, mental deficiency, poor health, inappropriate majors and poor development, etc. Their creativity plummets. Many students are said to have dropped out of school. Some students even get some mental illness symptoms.

Due to these problems of gifted education, people began to reflect on the gifted education experiment. The idea of "Gifted Youth Class" is a little too eager to become a success and grow up quickly. Anyone wants to become a scientist, must step by step to follow the educational rules. We should let the gifted children exercise in all aspects. Although the gifted children are smarter than the average children, their psychological development is basically in line with that of the general children, and is still at the initial stage of psychological development. At present, we are in urgent need of a large number of talents with all-round development in moral, intellectual, physical, aesthetic and labor in building our country. We should create the conditions to help them grow better and faster and avoid wasting human resources.

4.CONCLUSION

The gifted education in China has a long history and is of great significance. The classification by stages is only the first step. Historical periodization is diachronic study, and classification is synchronic study. Through the classification by stages, we have a general understanding of China's gifted education, which will certainly contribute to its deeper research. Such as the characteristics of gifted education in China, the development model and so on, which will certainly provide reference for the construction of gifted education in China today.

China has many favorable conditions for the educational development of gifted children, such as the need to cultivate outstanding talents in the new era, which is a powerful driving force. With the economic reform, China’s academic thinking is active, science and technology education is prosperous and developing, gifted education is bound to develop. Under the present good situation, educators need to constantly reflect and study the international advanced theory and experience. It can be sure that in the next historical periodization, the gifted children education and research in China will flourish.

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Analysis on the Problems and Countermeasures of Science and Technology Financial Innovation In Hebei Province under the Background of Beijing Tianjin Hebei Cooperation

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Abstract: In the process of science and technology innovation in Hebei Province, the "double financing channel" of science and technology in Beijing Tianjin basin is formed. In order to fundamentally change this phenomenon, only by forming a diversified, multi-level and multi-channel science and technology investment and financing system, quickly establishing science and technology financial functional zone, and speeding up the establishment of science and technology financial mutual aid zone around Beijing, Tianjin and Hebei, can the development of emerging strategic industries in Hebei Province be promoted.

Keywords: Beijing- Tianjin -Hebei; Financial Policy; Science and technology innovation ; coordinated development

1.INTRODUCTION

The Third Plenary Session of the 18th CPC Central Committee pointed out more clearly that we should deepen the reform of science and technology system and establish a financial policy support mechanism of industry university research collaborative innovation.On 2014, general secretary emphasized the coordinated development of Beijing, Tianjin and Hebei.In the process of promoting the collaborative innovation of Beijing Tianjin Hebei Science and technology financial policy, Hebei Province has formed a unique "new basin of science and technology financial innovation around Beijing and Tianjin" phenomenon due to the "double simplification" of science and technology funds investment channels and funds application direction, unclear definition of science and technology enterprise financing mode, and unclear financial support tools.In order to fundamentally change this phenomenon, only by forming a diversified, multi-level and multi-channel science and technology investment and financing system, quickly establishing science and technology financial functional zone, and speeding up the establishment of science and technology financial mutual aid zone around Beijing, Tianjin and Hebei, can the development of emerging strategic industries in Hebei Province be promoted and the fundamental transformation of economic development mode be realized.[1]

2. THE PROBLEMS OF SCIENCE AND TECHNOLOGY FINANCIAL INNOVATION IN HEBEI PROVINCE UNDER THE BACKGROUND OF BEIJING TIANJIN HEBEI COOPERATION

2.1 Generally speaking, one of the main problems in the field of science and technology financial innovation in Hebei Province is that the financing methods of science and technology enterprises are not clearly defined, the financial support tools are not clear, and the brain drain of science and technology financial innovation is serious.According to the definition of science and technology enterprises by the Ministry of science and technology, the so-called "science and technology enterprises" refer to "enterprises engaged in the research, development, production and operation of products with certain technological content and technological innovation". Their product fields include opto mechatronics, electronics and information, new energy and high efficiency energy saving, environmental protection and other high-tech fields, and agricultural patented products (new products)But in the process of actual identification and statistics, affected by the concept understanding deviation, different statistical caliber and other factors, there is no clear identification of the specific number of science and technology enterprises in Hebei Province; science and technology enterprises in the seed stage, entrepreneurial stage, growth stage, maturity stage, there is a changing demand for funds, due to the lack of uncertainty in Hebei Province.[2]With the real understanding of the specific development stage of science and technology-based enterprises, the government is unable to formulate effective financial support measures for specific science and technology-based enterprises, the financial institutions in Beijing and Tianjin are unable to choose the appropriate financial support tools, and the financial innovation for science and technology-based enterprises is lagging behind.At the same time, due to the lack of professional financial science and technology talents, the potential of science and technology innovation driven in Hebei Province is seriously insufficient.One is that Beijing and Tianjin, as the best economic regions in northern China and even the whole country, are strongly attractive and receptive to the scientific and technological innovation resources represented by talents in Hebei Province due to their own geographical, policy and environmental factors; the other is affected by the talent migration rules of surrounding provinces.This has led to the "peripheral dissemination" of scientific and technological innovation professionals in Hebei Province.The environmental conditions of science and technology innovation in the surrounding provinces are better than those in Hebei Province, which, to a certain extent, aggravates the flow and convergence of the existing science and technology innovation resources in Hebei Province to the surrounding provinces and cities, resulting in a downward trend in the number and proportion of science and technology personnel in Hebei Province year by year, further aggravating the "new basin phenomenon of science and technology and financial innovation around Beijing and Tianjin".[3]

2.2 We should increase the investment in R & D funds of science and technology finance, and gradually narrow the "dominant gap" with Beijing and Tianjin Science and technology finance policies.The financial and technological innovation capacity of the countries or regions with less than 5% of the financial and technological innovation capacity of the countries or regions is lower than that of the countries with less than 1% of the financial and technological innovation capacity of the regions Strong, belonging to the location sequence of the advance of science and technology and finance. In recent years, although it has made some progress in science and technology factoring business in Hebei, it is still lagging behind in the financial and technology derivatives market. Especially in the context of "one belt and one road" strategy, the province has been developing the funds for science and technology insurance, the financial policy of the technology enterprises, the number of public funds to introduce the peripheral idle funds, the financing of science and technology, and the technology of transnational financing.The financial support of IOT enterprises has lagged far behind Beijing and Tianjin.According to statistics, from 2010 to 2015, the average annual R & D investment of science and technology finance in Hebei Province is only 1 / 4 of the average level in Beijing and 1 / 3 of the average level in Tianjin, which is 0.85% of the overall average annual income of Hebei Province.This shows that the R & D investment of science and technology finance in Hebei Province is far behind that in Beijing and Tianjin, and even lower than that in developed countries and regions.The lack of R & D investment in science and technology finance in Hebei province directly leads to the lack of power of science and technology innovation, and directly affects the optimization and upgrading of science and technology finance innovation mode in this region.Therefore, Hebei Province must further increase the strength and level of R & D of science and technology finance, invest the R & D funds of science and technology finance into the science and technology industries and fields with preferential financial policies as soon as possible, and adopt the investment policy of limited increase in the government's financial investment in science and technology.[4]Therefore, under the condition of financial permission, the government financial investment in science and technology can only be appropriately higher than the national average level of local financial investment in science and technology, not as the main source of funds for future scientific and technological innovation.

2.3 We should establish a diversified and multi-channel fund-raising channel for science and technology, and absorb a large number of social funds from Beijing and Tianjin to participate in the innovation of science and technology finance.With the help of multi-level capital market, we should give full play to the role of social funds in Beijing and Tianjin as the main source of funds in the future, adopt diversified ways of organic combination of equity financing and debt financing, direct financing and indirect financing, and attract social funds in Beijing and Tianjin through multiple channels. We should make equity investment in scientific and technological enterprises in Hebei Province, and make comprehensive use of securities, credit, insurance and other financial services. Different financing strategies and modes should be adopted for enterprises in different stages. The potential financing needs of enterprises in seed stage should be diversified as soon as possible, mainly with internal financing and private funds. Enterprises in seed stage can expand external financing channels through market channels; enterprises in start-up stage, due to the strong financing willingness of government funds and venture capital, take bank loans.The financing needs of the enterprises in the growing period are mainly concentrated in the government funds and bank loans, which meet their loan flexibility needs through the bank; the mature enterprises have a greater dependence on the supply and demand of bank loans and government funds, so they should be encouraged to go public for financing。[5]

ACKNOWLEDGEMENT

This paper is supported by the Shandong soft science planning project "Research on government science and technology innovation performance evaluation mechanism based on Intelligent blockchain technology" (No.: 2020rkb01061).

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Green city design and low-carbon city planning strategy

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Abstract:With the continuous development of society, urban centers are also constantly developing. As a result, low-carbon cities have become the development trend of new cities. At present, my country's urbanization rate has exceeded half. Not only that, but this trend is expected to be Will gradually rise. Then the acceleration of urbanization has severely tested my environmental problems. Based on this situation, this article makes some analysis based on green city design and low-carbon city planning.

Keywords: Green city, low-carbon city planning, urbanization

1.INTRODUCTION

Urban development is a process of change in social development. Compared with other countries, our country's urbanization process is relatively late, but the speed of our country's urbanization process is relatively fast compared to other countries. Therefore, in the process of urbanization development, people have some concerns about the rapid development of urbanization, which will lead to an increase in the urban population base, thereby reducing the problem of crop cultivation.[2]

2.MISUNDERSTANDINGS IN MY COUNTRY TODAY

With the continuous acceleration of the urbanization process in my country, people's misunderstandings about the acceleration of the city are roughly divided into three types. The first is that population expansion is harmful; the second is that with the continuous expansion of the population and the continuous development of the urbanization process , The area of arable land in our country will continue to decrease; the third is that the increase in population will lead to the increase in the cost of urbanization; in view of the above three misunderstandings, a brief description will be started.

2.1 Population expansion is harmful

According to the survey, more people will attribute the reasons for the population expansion in the process of urbanization to problems such as traffic congestion, environmental pollution and employment competition. However, the facts tell us that population expansion will not necessarily lead to these problems. From the perspective of transportation, if the urban transportation network is designed reasonably and public transportation is convenient, the continuous expansion of urban areas will not increase people's time. This is more efficient and cost-effective for larger cities than some smaller towns.

2.2 Decrease of cultivated land

In the process of urbanization, population increase and population migration are indispensable, especially when the rural population gradually shifts like the urban center, the trend of this shift is obvious. Therefore, more people believe that the increase in urban population is related to the expansion of the scale of cities, and some people believe that the increase in urban population may reduce a lot of arable land. However, in actual life, the population density in urban areas is greater than that in rural areas, and large-scale population gathering is helpful to the development and utilization of land. From this perspective, the process of urbanization will not only reduce the area of arable land, but will help protect arable land. At present, the problem of arable land reduction is actually related to the move of returning farmland to forest. Therefore, the reduction of arable land should not be attributed to urbanization.

3.ANALYSIS OF RESULTS DERIVED FROM THE STATUS QUO OF URBAN DEVELOPMENT

In the current urban development process, there have been phenomena of weak economic follow-up growth, increasing social income gap, and accumulation of social conflicts. In an economically developing society, if the market is not well self-regulated, it will lead to the slow development of the market economy. The government also tried to intervene in adjustments, but the actual situation directly led to the outbreak of contradictions, thus hindering the development of our country's economy.

3.1 Directly hinder economic development

The ability of a city to continuously renew is one of the biggest characteristics of a city node. According to the production system gradient climbing theory, the advanced stages of production, industrial evolution, and institutional organizational changes need to be developed simultaneously. If it is not unified and coordinated in time, and advanced production methods are introduced in time, sustained economic benefits will not be obtained. The steady growth of the urban economy does not require science and technology, but the continuous renewal of productivity and systems.

3.2 Serious environmental pollution

Since the reform and opening up, my country's national growth rate has continued to increase. In order to improve the process of urbanization, the country has accelerated industrialization. The process of urbanization has begun to develop rapidly. However, the increase in the speed of industrialization means that the economic indicators of urbanization have increased at the same time. Problems such as the destruction of the original ecological environment and environmental pollution in my country are on the rise. In particular, many smaller cities and towns have started to build on a large scale in accordance with the development experience of large cities, which has severely damaged the landform of the small cities and towns. In addition, many industrial production companies have begun to relocate to small cities, which has severely damaged the environment of small towns. Due to the continuous increase of the population in our country, coupled with the lack of reasonable management and garbage disposal measures, many small towns and cities in our country today have poor appearance. Long-term severe environmental damage will threaten the health of residents in small towns to a certain extent.

4.REASONABLE PLANNING FOR LOW-CARBON CITIES

If a city wants to develop a low-carbon environment, it must carry out reasonable planning and incorporate the development of the ecological environment into the overall city planning. As far as environmental protection is concerned, the development of low-carbon cities can effectively avoid a series of environmental pollution problems based on environmental planning. Use environmental planning to strengthen the city's macro management.

4.1 Ecological planning process

Ecological planning can be divided into three processes, namely analysis of land use practicality, land development level and ecological environment planning. Ecological planning and protection are conducive to the development of urban construction. It is one of the important conditions that determine the nature of urban land. Therefore, in the process of urban planning, it is necessary to analyze the usability of urban land according to the topography of the city. According to the policy, the maximum slope of industrial land shall not exceed 10%, and the slope of residential land shall not exceed 25%. Therefore, if the slope exceeds 25% in the plan, construction activities will not be simple. When the slope is less than 10%, the land is suitable for cultivated land and ecological land. If you want to determine the forbidden, restricted, and suitable construction areas of urban land, it must be established on the applicability analysis, and the chromatogram of urban land development must be planned to facilitate the guidance of urban land management. When planning a city, use a long-term perspective to make scientific and reasonable planning. First, it is necessary to determine the scale of the city's adaptive development, control the load of the ecological environment, and take the status quo of environmental pollution into account to determine the environmental capacity based on the environmental carrying capacity. It is necessary to clarify the applicability of urban land and the level of land development, and its role in ecological planning and design.[2]

4.2 Urban planning content

To build a low-carbon city, it is necessary to rationally arrange the layout of functional zones. Generally, the following principles should be followed: The first point is to scientifically delimit each functional area and plan the location of the functional area in detail. Such as urban industrial area, residential area, commercial area, etc. The second point is that urban industrial parks try to move closer to industrial parks to facilitate the treatment of sewage and waste from industrial production. The third point is to avoid the mixing of industrial areas and residential areas as much as possible, and place industrial areas as far as possible downwind from residential areas. The rationality of spatial layout directly affects urban planning. In addition, the principle of "three wastes" management should be effectively implemented. Urban wastewater,Treatment of waste gas and waste. It is necessary to proceed from the specific conditions of the city, adapt measures to local conditions, and formulate a comprehensive environmental management plan for water, atmosphere, and land in small towns on the basis of the capacity of the city's atmosphere, land, and water environment. The direction and focus of the treatment must be planned and given. Corresponding programs and strategies.

5.CONCLUSION

In the process of low-carbon city planning, it is necessary to select appropriate planning content according to the actual situation of urban development. my country's cities have significant regional differences and different development conditions. In the process of low-carbon city construction, various places should be based on Plan for its own characteristics.

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Teaching Design and Practice of Blended Learning for Audiovisual Courses of English Majors

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Abstract:：In the context of the “Internet +” era, a new generation of information technology such as big data and cloud computing provides a new platform for English professional education. Initially, network and multimedia technologies, which were only used as auxiliary teaching tools, have been combined with traditional teaching methods and have gradually promoted their development in the direction of digitization, intelligence, and mobility. Many domestic colleges and universities have explored blended learning in English listening and speaking courses. Blended learning is based on mobile platforms, which not only allows students to carry out self-learning online after class, but also participates in traditional learning. It transforms traditional teaching into a blended learning of “traditional teaching + self-study online”[8]. It stimulates students’ interest in learning and enhances teaching effects.

Keywords: blended learning; audiovisual courses; design and practice

1.RESEARCH BACKGROUND

In June 2018, Chen Baosheng, thebheader of Ministry of Education, proposed at the National Conference on Undergraduate Education that students should effectively be “loaded up”, difficulty and the depth of courses should also be reasonably increased and expanded. Meanwhile, measures should be taken to concert the “frivolous courses” to “golden courses” which is more difficult and challengeable. In November of the same year, Wu Yan, director general of the Department of Higher Education, pointed out in the 11th Chinese University Teaching Forum that the golden courses should be up to standards of superiority, innovation and challenge. He also pointed out that great efforts should be made in the next two to three years to build five types of “golden courses”. Therefore, under the call of national education orientation, universities ought to eliminate the “frivolous courses” which are obsolete in teaching content, single and inferior in teaching methods, and focus on the building of gold course.

2. THE CONCEPT OF BLENDED LEARNING

Teaching mode is a relatively stable framework and procedure of teaching activities established under the guidance of certain teaching thoughts or theories. It not only reflects educators' educational ideas and thoughts, but also affects and reflects learners’ efficiency. With the popularization of computers and Internet, the mixed teaching mode, which combines the advantages of online teaching and traditional teaching, has become the “product of the new era” in education and has attracted increasing attention. The concept of “blended learning” originates from America, and its English terms include “blended learning”, “hybrid learning”, “technology-mediated instruction” and “Web-enhanced instruction” etc[1]. This concept was proposed in the 1960s, but it wasn't until the end of the 20th century that the Interactive Education Research Center in Atlanta published the term “blended learning” in its annual publication. The American Society for Training and Development (ASTD) lists blended learning as one of the top 10 emerging trends in the knowledge communication industry[2]. In the following decades, Chinese educators carried out a vigorous research on blended learning and was quite productive on it. Among them, professor He Kekang in Beijing Normal University translated “blended learning” into Chinese when he introduced this concept. He emphasizes that “blended learning” aims at combining "the advantage of the traditional learning style and E-learning”[6].

3. THE SIGNIFICANCE OF BLENDED LEARNING

With the development of information technology and the popularization of internet, blended learning is widely welcomed both at home and abroad. According to the survey, blended learning has greatly been promoted in universities of America and South Korea. and China is also in constant development and construction of digital campus. Blended learning not only conforms to the requirements of education, but is also the trend of China's higher education reform.

The essence of blended learning is to “rethink and redesign the relationship between teaching and learning"[7] . Teaching and learning have always been the most involved area of education reform, and also needs to keep pace with the times. “teacher-oriented mode” in the traditional teaching has always been criticized, while “blended learning” advocates a teacher-led and student-oriented learning mode, which emphasizes the initiative and enthusiasm of students in learning, and cultivates students' abilities of innovation and cooperation through a combination of teaching forms such as group cooperation.

The core of teaching reform is to give the initiative of learning to students. The duty of teachers is to "remind,inspire, and guide students to think, criticize, and explore rationally" [9].

Blended teaching is formally a blend of online learning and offline teaching , but its deeper level includes a blend of teaching modes based on different teaching theories.It plays an important role in stimulating students' emotional experience, promoting effective questioning and active learning. it could achieve the purpose of better learning and application by combining the abstract theoretical knowledge with the activities after class. which to a certain extent, it also overcomes the disadvantage of "narrow scope of knowledge" in traditional teaching, and students can integrate various knowledge effectively.

4.DESIGN OF THE TEACHING PROCESS OF BLENDED TEACHING

4.1 Pre-class Stage

Warm-up Activities are mainly to make full use of the advantages of blended learning, so that learners can access knowledge and information related to the teaching content, and lay the foundation for classroom learning. The effect of this stage has a direct impact on the teaching and learning results of the courses. In order to achieve a good result and stimulate students' strong thirst for knowledge, teachers need to push English news, foreign language soundtracks, foreign songs and other content to students through the online learning platform, and it could gain more effective interaction and communication for limited classroom teaching. When students have a better understanding of the learning content, teachers can also communicate with students online. Through the students' answers to the questions on the learning platform, teachers can grasp the current level of students, so as to choose more appropriate teaching methods and content in class.

In addition to the preview content pushed by the teacher on the learning platform, students can also use the wireless connection of the mobile to obtain audio and video materials for self- learning anytime and anywhere, they can get familiar with cultural background, stimulate interest in learning, and get ready for the topics of listening and speaking. Through these ways mentioned above, students can reducing the feeling of inferiority and anxiety in the classroom. The realization of this stage mainly depends on mobile terminals, that is, the interaction between teachers and students is mainly carried out through real-time and non-real-time communication through network ports, pod-casts, short messages, We Chat, Micro-blog, etc. There are no strict requirements for students in the pre-class preparation , and they can make full use of mobile devices according to their actual situation.

4.2. In-class Stage

The in-class stage allows students to master English language knowledge and skills by experiencing the "real situation"[5]. It integrates traditional multimedia and rich online learning resources and cognitive tools of information technology to improve the timeliness in listening and speaking courses. and to cultivate students' ability to solve complex problems at the same time. Language knowledge has certain systematic characteristics, so teachers need to teach grammar, vocabulary of the language as well as the culture that language contains first and then guide students to use mobile devices for self-study. Teachers can also urge students to have a deeper thinking on the learning materials by asking questions. While repeatedly listening to a large number of listening materials, input of the students can be expanded and the vocabulary can be enlarged because of the frequent language exposure.

Teachers can also test the real-time effects of listening exercises through questions, quizzes and presentation, and give students strategic guidance and suggestions. Third, teachers guide and initiate the interaction, allowing students to experience the situation and practice their skills. Through the combination of listening and speaking, students are allowed to practice language in the context, and at the same time, they are given guidance on learning strategies to improve their language skills. Teachers arrange for students to have discussions about some certain topics, in order to promote interactive communication among students and learn to look at problems in a comprehensive way. Finally, teachers should evaluate students' personal performance and language skills in interactive activities, such as the accuracy of pronunciation, intonation and opinions etc.

The activities at this stage are mainly carried out in the form of group discussions, and teachers are only guiders and supervisors. Through group discussions, students can think deeply about related topics and stimulate their interest in learning and thirst for knowledge. This way of discussion increases the opportunities for students to express their views, enhances their sense of belonging and subjective awareness, and realizes the value and importance of the individual. In listening and speaking classes, teachers could make full use of interesting, informative and culture-related content to organize learners to carry out activities such as reading and discussion of English listening. In addition to the use of teacher-student interaction and student-student interaction, there are opportunities for self-interaction in the classroom, which is a process in which students build self-realization and internalize knowledge independently[4]. Students can use mobile devices to listen to the recording materials repeatedly, and practice listening by imitation and retelling at the same time. In short, in the classroom teaching process, teachers should give students the initiative to learn, so that students can think actively and experience language in real situations.

4.3 post-class stage

The expansion stage after class is aiming at enhancing communicative ability through group discussion and deductive scenarios, while getting new knowledge and cultivating students' innovative thinking in the process of exploration. All of these activities are available online. Teachers need to create conditions and organize various forms of practice to inspire students' enthusiasm and creativity. First, teachers will group students reasonably according to their capability and performance, inform students the grouping information and assign after-school tasks through the learning platform. Communicative tasks can effectively inspire learners' enthusiasm and interest in learning, and create a natural environment for them to exchange information and feelings. Communicative tasks mainly include the following two types: Information gap task, that is, each student only masters part of the information. If one needs to complete the task, he must cooperate with others through communication. For exploratory tasks, open task activities are designed through specific topics. Teachers need to regularly push reminders to students to guide the tasks to be completed successfully. Second, the extended task after class is a high-level thinking activity. Teachers need to guide the group to search for information and discuss together and upload the learning results to share and discuss with others. In order to successfully complete the task, the entire communication process is going in English, and students need to make great effort to achieve barrier-free communication. At the same time, teachers need to use mobile and wireless communication technologies to urge students to devote themselves in the task, track the entire learning process of students, and provide timely individual guidance through mobile devices. Third, teachers make summative evaluations based on students' performance. The evaluation at this stage mainly includes: evaluation of group cooperation; evaluation of independent learning; self-evaluation and mutual evaluation of students.

4.4 Diversified Evaluation System

Ensuring the rationality and objectivity of the evaluation results, a diversified evaluation system is adopted, which combines formative and summative evaluation. Summative evaluation is to evaluate students' listening and speaking skills through formal final exams (including listening test and oral test). The content of the oral test includes self-introduction, short essay reading and impromptu speech, etc. The listening test consists of dialogues and shore passages. Formative evaluation runs through the entire teaching process, and mainly focuses on the performance of students in and post of class, including participation, communication, thinking, etc. It provides teachers with more detailed feedback information, which helps teachers adjust teaching goals and teaching behavior. Teachers can also use the record to conduct an objective and comprehensive evaluation of students' achievements in the learning process, which mainly include students' self-made recordings, listening and speaking tasks, group cooperation, questionnaire surveys and learning experiences. Mobile technology can help teachers to evaluate students' progress and ability in a timely and effective manner.

5.CONCLUSION

Based on mobile terminals, blended learning of listening and speaking courses for English majors expand the time and space for learning, it connects in-class and out-class activities effectively, provides learners with more intuitive and rich content and forms for learning, and emphasizes the dominant status of learners and the importance of teacher's guidance. The effective connection of mobile technology fully arouses learners' enthusiasm for English learning, provides teachers with the latest curriculum feedback information timely, and is conducive to improving the teaching effect of English listening and speaking. Blended learning achieves the effective combination of knowledge and skills, which can make the learners practice in a real scenario. Through the teacher-student interaction in the class, knowledge is developed into skills. The expansion phase after class promotes the transformation furtherly, and all of this will finally improve students' ability in English learning.

ACKNOWLEDGEMENT

This paper is supported by the Higher Education Innovation Capacity Enhancement Project in Gansu Province, 2020, Research on the Innovation of Blended Teaching Mode of Audio-visual Courses for English Majors Under the Circumstance of "Golden Course" Construction (2020A-187) ; [2] English Teaching Reform Project for Colleges and Universities in Gansu Province, 2020, A Practical Study on Blended Teaching Mode of College English (W202018).

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Elderly-oriented Reconstruction of Old Residential Areas

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Abstract: At present, the main outdoor activity places for the elderly are mostly the green space system near the residential areas. The green space system regulates the physical and mental health of the elderly, but that of old residential area has a certain degree of deficiencies in terms of layout, quantity, and service facilities because of many reasons such as the age of construction, construction indicators and design concepts, which prevents the elderly from getting a good experience. Therefore, it is necessary to carry out a scientific and standardized plan for reconstruction from the perspective of the safety of green space, its usage, comfort and communication. And the reconstruction can be carried out from four different levels: structural function, road system, service facilities and plant landscape.

Keywords: Old residential areas; Elderly-oriented reconstruction; Activities for the elderly

INTRODUCTION

With the rapid development of science and technology and rapid economy, medical facilities and conditions are becoming more and more perfect, but a common problem faced by countries all over the world, that is the aging of population. There is an unwritten international rule that when the population of a country or region over 60 years old (including 60) accounts for more than 10% of the total population of the region, or the population over 65 years old (including 65) accounts for 7% of the total population, it can be considered that the country or region has entered a stage of population aging. Since 2003, our country has also entered a stage of population aging. By 2020, the number of people over 60 years old in our country has accounted for 15.5% of the total population, and the number of people over 65 years old is as high as 10.1%. And the number of elderly people has exceeded 212 million [1]. It can be concluded that the degree of population aging in our country is extremely high. It can reflect the improvement of our country's medical facilities and living standards, but it also brings great pressure to the society.

1. PROBLEMS IN OLD RESIDENTIAL AREAS

With the gradual increase in the population of China, the demand for housing has gradually increased. Many cities have built new residential areas. Most of these new residential areas are located on the periphery of the city, and the construction standards have been improved compared with previous buildings. At the time, the needs of various residential groups are also taken into account, and the majority of young people in the residential areas, so the elderly-oriented reconstruction is almost aimed at some residential areas that were built earlier. These old residential areas are closer to the city center, such as Jinan Yanzi Mountain community, which was completed in the late 1980s with six floors as the main floor. The current population is more than 7,000, of which more than 900 are elderly, and the proportion of elderly is about 12.8% [2]. In the social group, the elderly are a relatively special existence, with special psychological, physical, behavioral and demand characteristics. Therefore, for the activities of the elderly, the leisure center must have a special research program to meet the life and psychological needs of these special groups. During the day when the weather is good, some elderly people will sit on the seats next to the street to bask in the sun, and chat and socialize with their neighbors. However, because the entrances and exits of the community are connected to the city roads, there will be traffic jams when they are commuting, which has caused certain inconvenience for the elderly to enter and leave the community. Most of the entrances and exits of the community have steps, which are extremely inconvenient for those with inconvenient legs and wheelchairs, and there are no handrails at the entrance and exit of the unit, which cannot guarantee the safety of the elderly. The number of wooden seats is relatively few, and the space for the elderly to stay is relatively limited, which is not convenient for the elderly to rest. Activity facilities between residential buildings are often occupied by neighbors to dry clothes and quilts, which will reduce the number of public activity facilities in the living area. Moreover, many public activity spaces are sometimes occupied by residents' parking. In addition, there are no public restrooms outdoors in the entire community, which is extremely inconvenient for the elderly with diseases [3]. Some necessary signs in the small area, residential building numbers and unit numbers are missing, some are damaged and cannot be recognized. The number and brightness of the lighting facilities in the community are not enough, causing the elderly with poor eyesight to lack sense of security when traveling at night. Moreover, many fitness equipment in the community are not suitable for the elderly, so its utilization rate is not high.

2. ELDERLY-ORIENTED RECONSTRUCTION OF OLD RESIDENTIAL AREAS

Through the relevant research on old residential areas, this paper determines the existing problems of the current old residential areas, and puts forward the relevant opinions on the elderly-oriented reconstruction, so as to directly improve the quality of life of the elderly and improve their living quality. In addition, the elderly-oriented reconstruction of old residential areas can also improve the style and features of the residential areas, promote the renewal and transformation of old residential areas, and beautify and reorganize the urban environment. From the perspective of typical old residential areas, the surrounding green system and public activity space have not yet met the needs of the elderly in their activities and life. This paper mainly discusses the three basic requirements of completeness, communication and comfort, which are reconstructed according to the living needs of the elderly.

2.1 Safety

When the elderly are engaged in outdoor activities, the primary consideration is safety. When the elderly are outdoors, they will be sensitive to the height difference and flatness of roads. Therefore, barrier free access should be provided in places with potential safety hazards, and the width of the barrier free passage can at least pass through a wheelchair. In the place where there is no safe passage, safety handrails and anti-skid strips should be installed on both sides of the steps. At night, in order to avoid glare reaction of the elderly due to the high light intensity of street lamps, street lamps with different heights can be used for light overlapping, and the street lamps with light path downward shall be used as far as possible. And the combination of road lights and step lights can also be used.

2.2 Comfort

The elderly prefer to go walk to and gather in places with sufficient activity and rest space for a long time. Therefore, more recreational facilities should be set up, such as pavilions and seats. The designer should also carry out reconstruction according to the knowledge of the elder's body. The best material is antiseptic wood or rattan, with sunshade, armchair and back, which is more popular with the elderly. Fitness equipment should also be reformed according to the physical fitness of the elderly [4].

2.3 Communication

The more space they get, the more likely they are to go out to communicate with their neighbors, which can not only satisfy their desire for communication, but also meet their communication ideas with elderly groups. But now the types of recreational facilities are single, most of them are arranged in a row, which is inconvenient for the elderly to communicate with each other. Therefore, it can be changed into L-shaped, U-shaped or round shape, and it is better to reserve the space for wheelchair stay. Then a large activity space suitable for multiple age groups should be set up to meet the communication willingness of different age groups.

3. CONCLUSION

In this era of gradual increase in population aging, it is imminent to carry out elderly-oriented reconstruction, and it is particularly important for a country with a good tradition. Therefore, how to carry out reforms to adapt to population aging to make the elderly have more suitable activity space. Only by this can we provide the elderly with a healthy and comfortable environment and improve the quality of life of the elderly.

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Analysis of the Current Situation of Commercial Space on the Impact of the Epidemic

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Abstract: The sudden epidemic has had a huge impact on the original business model. There is a dramatic decline in market consumption across the country. At present, the haze of the epidemic is gradually dispersed, and businesses around the country are recovering. However, it is of great significance to analyze the development of national commerce during the epidemic period, which is helpful to optimize the business model and enhance the commercial competitiveness. This paper conducts research on the situation of commercial space under the influence of the epidemic, summarizes relevant countermeasures and suggestions to provide references for relevant practitioners.

Keywords: Commercial space; Epidemic; Current situation analysis

INTRODUCTION

According to incomplete statistics, due to the impact of the Novel coronavirus pneumonia, the overall market consumption across the country in the first quarter of 2020 has declined severely. And the total retail sales of consumer goods has dropped by 190% compared with previous years. It can be said that the emergence of the epidemic has seriously affected the business all over the world, and caused the difficult situation of previous actions [1]. In order to reduce the impact of the epidemic on merchants across the country, major commercial real estate business operators have successively exempted the rents of shops, but entity businesses are still struggling. It is important to analyze the current situation and summarize development countermeasures.

1. CHANGES IN BUSINESS HOURS AND BUSINESS RECOVERY OF VARIOUS SHOPPING MALLS AFFECTED BY THE EPIDEMIC PERIOD

1.1 Changes in business hours of national shopping malls during the epidemic period

Under the influence of the epidemic, retail industries across the country were forced to suspend business. The earliest batch of resumption of work was at the end of March. It will not gradually return to normal until April 2020. As far as the normal business hours of shopping malls in major cities were concerned, most of the first tier cities started business at the end of March and successfully resumed normal business hours in early April. Compared with other first-tier cities, Guangzhou's normal business hours resumed slightly earlier than other regions because of its location in the south of China.

1.2 The recovery of catering business

From the perspective of the catering industry alone, due to the impact of the epidemic, major shopping malls banned dine-in meals when they initially resumed operations. With the further control of the epidemic, the catering industry began to gradually resume dine-in meals in mid-March. By the end of March, most of the catering industry had resumed the canteen [2]. In addition, consumer demand that has been accumulated for a long time burst out suddenly. The attendance rate of hot pot, barbecue and other catering once reached more than 80% during part of the time, and reached 100% during the peak period. However, compared with the past, there was no long-term queuing phenomenon, and the passenger flow was significantly less than that before the epidemic on the whole. For instance, Before the epidemic, customers in Haidilao, a well-known restaurant in China, spent more than 2 hours queuing for seats, and there was no queue for seats during the epidemic. In other catering industries, such as coffee, tea, etc., business recovery is relatively poor. Most Starbucks stores have only reached about 40% attendance after the epidemic.

1.3 The recovery of luxury and sports retail passenger flow

The overall recovery of retail formats passenger flow is less than 50%. Or due to restrictions on travel abroad, the passenger flow of luxury stores is relatively large and has returned to 50% of the normal level. At present, 80% of apparel shops are unmanned. Most stores sell goods via live broadcast during business hours. There are some overcrowding phenomena in electronic digital. For example, Apple stores of various commercial projects have a large flow of people, while brands such as Huawei and OPPO have only sporadic consumers. Jewelry, watches, cosmetics, etc. are affected by the greater elasticity of demand, and the current flow recovery is only 10% [3].

1.4 The recovery of sports and fitness industry

After the epidemic period, the country has carried out a number of measures to support the national fitness, such as government rent reduction, financial subsidies, etc., and frequent introduction of preferential cards. Under the influence of a number of countermeasures, courses such as group calisthenics and dance have returned to about 50% of the normal level. Nevertheless, the number of visitors in cinemas, KTV and other entertainment venues has not reached the level before the epidemic, and experience-based entertainment activities such as VR are rarely seen by consumers. It can be seen that although all walks of life have returned to work, it still needs a period of time to rebuild consumer' consuming confidence, which directly leads to the recovery of the overall business.

According to the investigation on the recovery of the counter industry, it is found that more than 60% of the enterprises have achieved more than 90% of the recovery of the counter business model. Among the remaining 40% of the enterprises, 26% have achieved 100% recovery, 13% have achieved 80% recovery, and 15% have achieved more than 70% recovery. No enterprise has achieved less than 50% recovery. It indicates that the counter industry has recovered well after the epidemic [4].

2. PASSENGER FLOW AND SALES VOLUME OF COMMERCIAL SPACE AFFECTED BY THE EPIDEMIC

2.1 Gradual recovery of passenger flow

With the further control of the epidemic, all walks of life began to return to work one after another. The first tier cities bear the brunt of the rapid recovery of 50% of the passenger flow before the epidemic, and the passenger flow of some enterprises gradually recovered to 90% to 100%. However, the recovery value of 39% of the enterprise passenger flow did not reach the previous 50%, which still needs to be further improved.

2.2 Gradually recovery of sales volume

Sales volume has also been improved along with the recovery of passenger flow. According to the survey data of shopping malls in first ten days of April, more than 60% of the sales volume of shopping malls recovered to about 50% of the same period, and 2% of the enterprises whose sales volume recovered to 100% were still less than the previous 50%. However, there were still 37% of enterprises whose sales volume had not reached the previous 50%, which still needs to be further improved [5].

3. ANALYSIS ON THE CURRENT SITUATION OF COMMERCIAL SPACE UNDER THE INFLUENCE OF THE EPIDEMIC

On the whole, the recovery process of commercial space can be divided into three stages. The first stage is at the end of March. Almost all department stores resume business, and passenger flow and sales generally recover by more than half. The second stage is at the end of June. The sales of some enterprises have recovered to 70% or more. On the whole, sales can recover to 90%. The third stage is the second half of the year. The enterprises will reach or exceed the normal level, which is expected to be in the second half of the year. However, the return of commercial space to normal is also subject to the influence of other factors, which can be summarized as follows [6]:

(1) The progress of the epidemic, that is, the situation similar to that in Chaoyang District of Beijing will no longer appear.

(2) The policy has been steadily liberalized, such as from the interchange of Beijing, Tianjin and Hebei to the nationwide liberalization.

(3) Enterprises should introduce marketing measures such as coupons, multiple points and free parking.

(4) Income level is a relatively long-term influencing factor. The level of residents' income is directly related to their consumption ability. Only by stabilizing and increasing residents' income can we really boost consumption.

4. CONCLUSION

Affected by the epidemic, major businesses have shown a slump, but there are also opportunities in the crisis. The consuming demand of consumers has obviously weakened, but consuming demand is gradually recovering, and new demands are gradually emerging. For example, consumers have generated demand for open shopping malls, guiding the development of closed commercial spaces in the direction of openness. Consumers have a greater demand for people's livelihood and healthy living, which has guided the development of commercial spaces in the direction of social shopping malls. In the actual development process, shopping malls need to optimize the business layout and space environment based on consumer demand. On the other hand, in the context of the rapid development of information technology, the commercial space must also actively try to develop in the direction of digitalization and quickly adapt to future consumer trends. Under the influence of this epidemic, digitalization has shown obvious advantages, such as Digital office and e-commerce sales, but it is worth noting that offline experience is still the foundation of business. While developing digitalization, attention should be paid to the combination of the two, so that traditional businesses can find breakthrough opportunities and burst out of potential.

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Research on Application of 3D Printing Technology in Art Design

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Abstract: With the progress of the times and the development of technology, a variety of novel technologies have emerged in our lives. 3D printing technology is a new technology emerging in the 21st century. The birth and application of 3D printing technology has brought opportunities and challenges to many fields. This paper makes some opinions on the application of 3D printing technology in art design to provide some reference in the field of 3D printing technology and art design.
Keywords: 3D printing; Art design; Artwork; Application.

INTRODUCTION

3D printing technology has brought opportunities and challenges to all walks of life, and has brought a certain impact on the development of the industry. In the field of art design, how to make good use of 3D printing technology and how to use 3D printing technology to bring a turning point and upgrade to the art design industry have become a focus of the practitioners. The advantages and disadvantages of 3D printing technology must be clearly separated to bring new vitality to the art design industry.

1. THE PRINCIPLE AND DEVELOPMENT STATUS OF 3D PRINTING TECHNOLOGY

3D printing technology is a kind of rapid prototyping technology, which is known as additive manufacturing. It is a technology that builds and manufactures the required objects through a layer-by-layer printing method based on a digital model. 3D printing technology mainly uses 3D model printers to realize the manufacture of design objects, and is commonly used to manufacture models in various design and production fields.

3D printing technology is widely used in the art production, footwear, architectural design and other industries. In the 21st century, it is widely used in the market, and 3D printing machines are no longer simply used in factories. Nowadays, 3D printers or some 3D manufacturing machines with similar functions can be easily bought on the Internet.

2. THE IMPACT OF 3D PRINTING TECHNOLOGY ON ART DESIGN

3D printing technology has brought subversive changes to traditional art design. Traditional artwork design is usually finalized by hand, and then handed over to manual operators for production. In terms of time, the design cycle of this kind of work is long, and the use of materials for the production of the work cannot be done to the extreme. In the case of no mistakes and superb craftsmanship, there will still be a large number of raw materials can not be used and will be wasted. If the craftsman makes a mistake, a handicraft will become invalid, which is an extremely waste of materials [1]. 3D printing technology does not have such concerns. It can accurately grasp the error through the accurate calculation of the computer digital model, and there is no waste of materials and errors in the manufacture of artworks. For example, 3D printing technology is used in the movie "Chinese Zodiac" filmed by Jackie Chan. The bronze head of the Chinese zodiac produced by 3D printing technology is fake, and the control of details and materials is peerless. So it is believed that 3D printing technology will bring unprecedented innovation to the design and production of artworks.

3D printing technology has also brought changes across the ages to shoe art. For people in the 21st century, material life is no longer satisfied with the basic form, and material and spiritual pursuits have risen to another level. Shoes are no longer just daily necessities and clothing, but have risen to the height of an art and culture. Nowadays, sneaker culture has taken the world by storm, and exquisitely manufactured and functional shoes will also be appreciated as works of art. And the manufacture of sneakers has become a part of art design. In sneaker art, it is divided into two types, namely retro and technology, both of which have been loved by the people. 3D printing technology has also been applied to the design of sneakers. Adidas first launched 3D printed sneakers in 2017, which immediately aroused heated discussions in the sneaker circle. The first application of 3D printing in sneakers has brought great significance to the artistic design of sneakers. And the direction and trend of future sneaker art design will also be changed because of the technology.

3D printing technology is also famous in architectural art design. In 2015, Dubai built the world's first 3D printing office. In mid July 2018, a villa with 3D printing appeared in Suzhou. On December 10, 2019, a 3D printing artwork was installed on Dubai International Financial Center. 3D printing technology is more and more used in architectural art design, and news such as "printing a villa in three days" will emerge endlessly [2]. 3D printing technology is widely used in architectural art design. While speeding up the completion of works, 3D printing technology ensures the delicacy of the works and controls the use of materials perfectly. The changes brought about by 3D printing technology to the traditional architectural art design will bring a new feeling to people, and it will also bring benefits to the protection of resources and the environment.

3. DEFECTS OF 3D PRINTING TECHNOLOGY FOR ART DESIGN

3D printing equipment has some defects for art design and manufacturing. It adopts one-time molding mold design. For some artworks that need to be inlaid, the secondary processing needs the assistance of multiple 3D printers [3]. In addition, the mathematical model modeling required by 3D printing technology is quite difficult, and it is difficult for ordinary art designers to complete a beautiful digital model.

3D printing materials are not perfect for art design. The nature of 3D printing technology determines that it is difficult to print fur materials. Therefore, for some artworks that need leather, 3D printing technology can not meet the requirements, and the materials of works made by 3D printing technology are likely to be different from the original design intention to a certain extent. And there will be differences in the color of artworks. The raw material selection of 3D printing technology makes it unable to control the color freely.

There are also problems in the presentation of cultural spirit by 3D printing technology. For some spiritual works of folk culture, the shortcoming of 3D printing technology appears. For these works, the original intention of the design is to enable the viewer to experience the spiritual implication. But the cold works produced by 3D printing technology can not convey the spiritual and artistic connotation to the audience.

3D printing technology has also brought crisis to traditional art makers. The application of 3D printing technology in art and design has liberated the handicraft productivity and brought unemployment crisis to the handicraft industry. Some excellent craftsmen are likely to be buried in the trend of the times.

4. THE REFORM AND PROGRESS OF ART DESIGN BROUGHT BY 3D PRINTING TECHNOLOGY

3D printing technology has broken the limitations of traditional art design, and has brought certain changes in space and spirit. Designers need not worry about the difficulty of making art works in the design process, and they can play their own imagination more boldly and design works more freely [4]. At the same time, 3D printing technology brings material savings, which eases the funding problem of art design and reduces the loss of materials to a certain extent.

The advantages of 3D printing technology have impacted on the traditional art design industry, and the market demand has risen sharply, which has changed the production economics of traditional art design. 3D printing technology also combines the traditional art design with the new generation of technology, so that many super era works of art come out, and the produced works of art are more cutting-edge and trendy. The application of 3D printing technology in art design promotes the organic combination of traditional art design industry and science and technology, enriches the content of art design and adds the vitality of art design industry.

5. CONCLUSION

The advent of 3D printing technology has brought opportunities and challenges to all walks of life. In the art design industry, 3D printing technology has added vitality to the art design industry, and it has also brought certain innovations to the traditional art design industry. The advantages of 3D printing technology are fully reflected in the art design industry, and it is conceivable that this technology will promote the future market of art design.

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Research on the Application of Northeast Ethnic Minority and Ethnic Elements in Soft Outfit Design

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Abstract: In interior design, interior architectural design can be called hard outfit design, and indoor display design is called soft outfit design. It can be said that soft outfit is the key point in the interior design process. The Chinese nation has a long history and thousands of years of cultural precipitation, which proves that the new generation of designers has an inexhaustible source of creation. There are also many ethnic minorities in northeast of our country who have their own unique language and totem beliefs that are treasure that can be explored infinitely. It is an important problem to restructure and integrate the elements of these ethnic minorities in the northeast, re-examine the application of minority elements in soft outfit design through modern aesthetic principles. Through the analysis of characteristics of ethnic minorities and ethnic elements, as well as the analysis of situation of the combination of ethnic elements and soft outfit design, this paper further discusses how to apply ethnic elements to soft outfit design.

Keywords: Northeast ethnic minority and ethnic elements; Soft outfit design; Decorations; Furniture design

INTRODUCTION

Soft outfit is proposed relative to the hard structure space of the building itself. It is the extension and development of the visual space of the building. It plays a role in modern interior space design to set off the indoor atmosphere, create environmental mood, enrich the spatial hierarchy, and strengthen the indoor environment style, and adjust the environmental color [1]. Under the influence of economic globalization, designs with national characteristics have the meaning of local cultural consciousness. The expression of national culture has always been an important part of art design research, and it is also an inevitable manifestation of the development of the field of design art to a certain stage. Art design mainly emphasizes the function of information transmission and performance. In the context of economic globalization, the diversity, localization and individualization of art design have been recognized by more and more people [2]. In the modern fast-paced social development, people have higher and higher requirements for functions and practical applications, resulting in the localization and nationalization of expressions with national characteristics being ignored by people. Therefore, it is necessary to strengthen the research on the local culture of ethnic minorities, and devote to analyzing the manifestations and social needs of local culture in art design to help them show its value.

1. THE DIVERSITY OF NORTHEAST ETHNIC MINORITY AND ETHNIC ELEMENTS

1.1 The various forms of ethnic minority and ethnic elements in Northeast China

The diversity of the element forms of northeast ethnic minorities is mainly reflected in the aspects of clothing and colors. The various ethnic costumes in the Northeast have their own cultural characteristics and similarities. The ethnic costume culture in the Northeast is a cultural system cultivated under the specific geographical and climatic environment of the Northeast and different ethnic groups under their own lifestyles and customs. This ethnic costume cultural system has the characteristics of typical Northeast region, unique cultural style and aesthetic appeal, and has the color of the national belief. The soft outfit design uses a variety of clothing forms to make the furniture rich and colorful, which enriches the cultural connotation of the furniture, integrates some exaggerated and characteristic pattern applications, and has a good corresponding relationship in the design [3].

1.2 Concise elements of ethnic minorities in Northeast China

In terms of element modeling, the northeastern national culture can also summarize complex shapes as a combination of simple shapes, and make these complex shapes lifelike and realistic. The figures, flowers, birds, trees, and animals that appear in ethnic minorities are often expressed by geometric figures. It is concise and shows rich cultural connotation. Concise and refined patterns can be used in mass production and are energy-efficient. This is also in line with the important policy of energy conservation and environmental protection called for in the current era. It can be said that the conciseness of ethnic minority elements in the Northeast is suitable for soft outfit design.

2. THE FUNCTIONAL AND SPIRITUAL NEEDS OF CONTEMPORARY OWNERS FOR SOFT

OUTFIT DESIGN

Modern simple style is the mainstream of modern home design, and the concise and refined elements of northeast ethnic minorities are similar to the simple style and meet the living requirements of most people. Simple patterns and exaggeration of colors with national color are the pursuit of many young people nowadays. They are both environmental and cost-effective, which is also a pursuit of living requirements. With the progress of society and people's aesthetic progress, people begin to pay attention to national culture, and hope to achieve a balance between the actual use function and spiritual needs of the house [4]. Soft outfit design as the main part of modern room design, and the northeast minority elements can be perfectly integrated and meet the spiritual needs of people.

3. THE APPLICATION OF NORTHEAST MINORITY ELEMENTS IN FURNITURE DESIGN

Modern simple style originates from modernism design, and modernism emphasizes function first. In modern living indoor, people in line with the requirements of cost-saving and simple style and have requirements for the ground wall. And now people hope to integrate the national culture, so that many furniture, on the basis of simplicity, are mixed with the national culture. In this way, people can feel the warmth of the house and visual impact in the fast-paced modern life. The combination of modern simple style and ethnic minorities makes it deeply loved by people. The simplification of northeast minority elements is easier to combine with the soft outfit design, which can form a unique form of furniture modeling.

4. THE APPLICATION OF NORTHEAST MINORITY ELEMENTS IN DECORATION DESIGN

Decoration plays an important role in the house design to strengthen the aesthetic impact of the interior. After the use function of the room is fully satisfied, the aesthetic artistic atmosphere of the room will get people's attention. What creates this sense of art is ornaments. Many cultures unearthed by northeast ethnic minorities have artistic color. Those patterns with national characteristics are used in interior decoration. Putting these decorations with northeast ethnic characteristics at home will reflect the national style of the host [5].

5. THE APPLICATION OF NORTHEAST MINORITY ELEMENTS IN FABRIC DESIGN

Fabric art is widely used in modern room design. Different colors and styles of fabric art have different design styles. There are many forms of fabric art in northeast minorities, such as Cheongsam in Manchu and del in Mongolian. We can apply the unique patterns and colors of the minority fabric art to the curtains and carpets at home, which not only retains the characteristics of the minority, but also does not destroy the modern simple style design.

6. THE APPLICATION OF NORTHEAST MINORITY ELEMENTS IN MOBILE LAMP DESIGN

Home mobile lamps include table lamps, lighting lamps, floor lamps, bedside lamps, etc. In modern society, mobile lamps can not only illuminate, but also adjust the atmosphere of the environment through their shape and color and have certain decorative functions. Modern lighting modeling is simple, and the minority culture also has the characteristics of simplicity, which can be combined. The characteristic aspects of the ethnic minorities are integrated with the lighting, and the unique patterns and colors of ethnic minorities are used as decorations for table lamps or floor lamps.

7. CONCLUSION

Rare things are precious, and the spread of ethnic minority cultures is also threatened by modernization. Many classic cultures are facing the situation of being lost, and the expression elements of ethnic minority cultures are increasingly being valued by the society and the country. Expressing this local culture in the form of artistic design can allow the international and the world to have a more comprehensive understanding of Chinese local cultural characteristics, and have a better understanding of the breadth and depth of Chinese culture. In addition, it is more conducive to our economic and social development and to the development of the culture with Chinese characteristics and the spiritual culture of our country.

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Research on the Connection between Professional Studio for Environmental Art Design and Corporate studio

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Abstract: The discipline of environmental art design conforms to the needs of the development of the times and has developed rapidly in recent years. However, there are few studies on the connection between professional studio for environmental art design and corporate studio. It is also a key factor restricting the further development of environmental art design majors. This paper researches the connection path between professional studio for the environment art design and corporate studio, and puts forward relevant suggestions and countermeasures to provide references for relevant practitioners.
Keywords: Environmental art design; Professional studio; Corporate studio; Connection path

INTRODUCTION

Environmental art design refers to the planning, arrangement, and creation of the space environment. It is applied in all fields such as urban planning, garden design, architectural design, and interior design. It can be said that the environmental art design major plays an important role in complying with the relationship between natural ecological environment and human society, and is a discipline related to the sustainable development of the country, nation and region [1]. In order to give full play to the application value of discipline of environmental art design and promote the rapid development of urbanization and social economy, it is particularly important to explore the effective connection between professional studios for environmental art design and corporate studios, and it is also an important issue that needs to be resolved at the moment [2].

1. THE CONNECTION BETWEEN PROFESSIONAL STUDIO FOR ENVIRONMENTAL ART DESIGN AND CORPORATE STUDIO

1.1 Targeted teaching

In order to achieve effective countermeasures of professional studio for environmental art design and corporate studio, in the teaching of environmental art specialty, it is necessary to analyze the current social employment positions, so as to determine the types of employment positions, employment position distribution, and job content of environmental art design major, clarify the relationship between employment positions and professional content, and then to refine the professional content and determine the targeted teaching plan, so that students whose major is environmental art design can have employment conditions in a short time, and then realize the effective connection between professional studio for environmental art design and corporate studio [3].

From the perspective of the content of environmental art design major, there are mainly art creation and engineering management, which involve various forms of jobs. In the process of realizing the effective connection between professional studio for environmental art design and corporate studio, the first thing is to transition from the large platform of environmental art design to various small professional directions, clarify the talent needs of various industries, determine the talent training plan, and finally pay attention to the implementation of the student-oriented education concept, so that students can choose their major and development direction according to their own conditions.

1.2 Curriculum system reform

Based on the detailed and targeted teaching of environmental art design major, the teaching method of "theme + project" is carried out to further enhance the teaching effect and establish a connection between professional studio for environmental art design and corporate studio. Such teaching method creates a real work scene, including teamwork and internships. Because the domination of teaching is students, it is impossible to truly integrate with the content of the enterprise in the actual teaching process. It is mostly carried out through the combination of virtual projects interspersed with curriculum knowledge, so that students can learn curriculum knowledge when feeling the work of the enterprise. The implementation of such method is help to deepen students' understanding of the actual work situation of the enterprise, and is conducive to their clear professional direction, and has a positive impact on the further development of the teaching.

1.3 Construction of a high-quality teaching team

High-quality teaching team is the basic condition to realize the effective connection between professional studio for environmental art design and corporate studio. Teachers with higher professional level can reasonably coordinate teaching resources and lay a good foundation for the orderly development of the teaching. At the same time, the teachers in the teaching team will cooperate with each other and grow together to continuously improve teaching methods and cultivate high-level graduates who meet need of the times from environmental art design major [4].

1.4 Combination of production and learning

In order to further help students adapt to the employment environment, the combination of production and learning is implemented in the actual teaching process, that is to simulate the situation of the enterprise studio in the school and establish each office. And each business corresponds to different majors, and students are taught targeted project topics and curriculum content. Students in various offices or majors are arranged interactive teaching cases, so that they can design real projects as the goal, carry out design bidding, design practice and engineering practice. In this way, learning and work are perfectly combined. Through the actual project design and operation, students' professionalism are improved, and the connection between professional studio for environmental art design and corporate studio has been successfully and effectively realized.

1.5 Reform of teaching mechanism

(1) Scientific curriculum design

In the teaching process of environmental art design specialty, we should always adhere to the improvement of students' comprehensive quality as the center, and take the smooth employment of students as the main guidance, and then carry out the reasonable design of the course content. In the process of curriculum design, we should consider the characteristics of environmental art design specialty and the particularity of each branch specialty. On the basis of respecting the relationship between the branches, we should arrange the curriculum group, and formulate the curriculum development plan and specific implementation process. For the teaching methods used in the teaching process, we can invite excellent lecturers to guide the teaching method, and finally determine the complete course development plan which will be organized and implemented by school management.

(2) Professionalization of students' topic selection

On the basis of clarifying the teaching objectives, we need to optimize the topic selection, so that the topic selection can directly meet the needs of the industry. This requires teachers and school administrators work together to build a set of scientific and perfect independent course selection system. After students complete the basic course learning and meet the conditions of professional course learning, they are required to give professional topic selection in line with the current trend of career development, and are required to choose their own courses according to their own interests to determine the professional direction [5]. Finally, they should learn professional post skills. In the actual development process, teachers can give opinions according to students' professional level, and intervene in the topic selection on the basis of maintaining students' autonomy to the greatest extent, so as to ensure that teachers' work responsibilities are brought into play.

(3) Diversified teaching methods

The diversified development of teaching methods is an important part of the reform of teaching mechanism. The traditional teaching method of unilateral teaching has been unable to meet the needs of the times, not to mention the establishment of the relationship between the professional studio for environmental art design and the enterprise studio. The current teaching mode is the teaching of "theory + practice". It not only pays attention to students' accumulation of theoretical knowledge, but also strengthens students' professional quality through practical teaching. Based on these two aspects, we can optimize the design of teaching methods, such as inserting design problems in course teaching, adding course experiment, ability training, enterprise practice, etc., and combining various teaching methods, so as to lay the foundation for the smooth realization of effective connection between the professional studio for environmental art design and the corporate studio.

2. CONCLUSION

Environmental art design conforms to the development needs of the times and has developed rapidly in recent years. However, there is less research on professional studios for environmental art design and corporate studios, which is the main factor hindering its further development. In response to this problem, in actual teaching, it is necessary to actively explore the path of effective connection between professional studios for environmental art design and corporate studios. And we can improve the teaching by changing the teaching mechanism, refining the teaching task and targeted teaching, building a high-quality teaching team and implementing the teaching means of combination of production and learning, so as to promote the further value of environmental art design and make contributions to urbanization and the rapid development of social economy.

ACKNOWLEDGEMENT

This paper is supported by the Research and Practice on the Construction of "Skilled Tutor Studio" for Environmental Design Major under the Mechanism of School-Enterprise Cooperation, Project No. : 2020XHY184

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Research on the Design of Indoor and Outdoor Public Space in Modern Office Building

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Abstract: As a prominent building in a modern city, the office building is particularly important in its design features and technological content. At the same time, with the development of social economy and the increase of white-collar elites, the demand for office buildings is also increasing. The quality of the office building environment will affect the working efficiency of office staff to a certain extent. Therefore, contemporary designers carry out more detailed and deep research on the design of indoor and outdoor public spaces in office buildings. This paper discusses and studies the design of indoor and outdoor public spaces, and puts forward relevant suggestions to provide references for relevant practitioners.

Keywords: Modern; Office buildings; Design of indoor and outdoor public space

INTRODUCTION

Office buildings actually play a big role in presenting the appearance of the city. It reflects not only the spiritual outlook of a city, but also the economic level and technological content of a city. It even shows the unique characteristics of regional culture and the deep foundation of Chinese traditional culture. Therefore, the design of office buildings should pay attention not only to practical functions, but also aesthetic functions, cultural functions and comfort with the changes of the times. With the rapid development of economy and technology nowadays, they have become a focus of discussion that how to improve the various functions of office space, what issues should be paid attention to, and how to make the design of indoor and outdoor public spaces in office buildings meet the needs of today's development.

1. PRINCIPLES FOR THE DESIGN OF OFFICE BUILDING

1.1 Aesthetics

Aesthetics, as the name suggests, is a discipline that studies the beauty of people and the world. In the long process of human history, the definition of beauty seems to have been changing, but in fact it has not changed at the root, that is, it can make people look happy. Therefore, both indoor and outdoor office buildings must follow this principle to ensure that the relevant staff are satisfied. Three points should be paid attention to in order to truly achieve beauty. First of all, the coordination of proportions. It is precisely because of the importance of proportional coordination that the golden ratio of 0.618 has been produced. In addition, the use of color. It is best to use gray, white, black and other colors in the office environment, and avoid colors such as red and purple. Furthermore, paying attention to symmetry and balance. Realizing the coordination between the local asymmetry of the office building and the overall basic symmetry can produce a variety of symmetrical beauty in the office building [1].

1.2 Practicality

The ultimate purpose of public space in office buildings is to serve people. Therefore, the design of indoor and outdoor public spaces in office buildings must be people-oriented, reflecting full humanity. Violation of the principle of practicality not only makes people feel troublesome, creates a sense of disgust and boredom, but also reduces work efficiency and affects the company's interests.

1.3 Ecology

Today's urban civilization takes human interests as the fundamental starting point, but the progress of human civilization cannot destroy the ecological environment and the nature. With the national concept of sustainable development, the indoor and outdoor public spaces in office buildings must also follow the principles of ecology and pay attention to the protection of ecological civilization, otherwise they will be retributed by nature. Since most office buildings are located in urban centers or important urban areas, energy consumption should be reduced as much as possible during the construction process, and harmful gas emissions should be reduced, so as not to harm the air quality of surrounding areas [2]. At the same time, office buildings should pay attention to the planting and maintenance of plants. Plant photosynthesis can absorb carbon dioxide and release oxygen, and it can purify the air and regulate the climate, which is beneficial to cities with large traffic and carbon emissions.

2. DESIGN OF INDOOR PUBLIC SPACE IN OFFICE BUILDING

(1) To fully embody convenience

Office is the most important function of an office building. Office has the characteristics of high density of personnel and obvious concentration of use time. It is easy to form a congestion situation during commuting time. Therefore, in the design of indoor public space, attention should be paid to leaving enough buffer space to accommodate relevant personnel, so as to facilitate the evacuation of people in a short time. At the same time, such spaces as toilet and printing room should be reasonable layout, they can not be designed too far away from the office, causing inconvenience in office work. And it is necessary to set up obvious signboards or hang relevant door plates to facilitate the office staff to find the destination accurately and quickly [3].

(2) To focus on the performance of emergency prevention

In the event of an emergency, many areas often cause serious accident injuries and casualties due to inadequate protective measures. Office building is a densely populated area, so we should pay attention to the design of seismic performance to improve the seismic capacity of office buildings by using building materials with lightweight and high toughness to minimize the damage. Secondly, fire equipment should be equipped. In case of fire accident, fire equipment should be placed in the corridor. Thirdly, the safety exit and safety passage need to be set up, ans safety exit signs should be placed in conspicuous places, so as to quickly and safely evacuate people and carry materials in event of an emergency [4].

(3) Suitable for communication activities

It is normal for officers to discuss a problem or deal with an emergency. Therefore, in the design of indoor public space, we need to set aside space for certain communication and discussion activities, which can be used as communication space and leisure space to give officers a place to rest.

3. DESIGN OF OUTDOOR PUBLIC SPACE IN OFFICE BUILDING

(1) To leave enough traffic space

The external public space of an office is usually a place with dense traffic. For the external public space environment, it is necessary to clearly divide the areas, such as parking area, walking space, vehicle space, etc., so as to facilitate the staff who use different transportation modes to go to and get off work [5]. And in the office, due to the need of work, it is common to buy a large number of certain items or large items, so enough traffic space is reserved, and it is also convenient for the diversion and handling of unloading.

(2) Convenient for distribution of personnel

The flow of people in the outdoor space is often larger than that in the indoor space. It carries not only the exchanges of office personnel, but also the flow of some external personnel. During the rush hour and brunch, people will have more leisure and assembly, so a lot of traffic roads need to be connected in the public space outside the office to facilitate the distribution of people.

4. COMBINATION OF THE TREND OF THE TIMES AND TRADITIONAL CULTURE

In the world of the early twentieth century, modernist architecture has emerged, and China has not fallen behind. Office buildings are becoming more and more inclined to pursue practicality. At that time, the Chinese construction industry has integrated elements of world architecture. With the continuous development and progress of the times, the concept of energy conservation and environmental protection has gradually become popular, and ecological architecture has also become a trend, and it is even more important today. The design of office buildings in our country has been closely following the trend of the times since the 20th century. There is no doubt that it is a comforting thing. But if a city’s architecture has no cultural heritage, it does not have the uniqueness of Chinese architecture, thus it lacks the Chinese soul. At the same time, office buildings must also incorporate regional characteristics. Different regions and climates will inevitably have different designs and functions. Chinese regional characteristics are also a kind of Chinese characteristics to a certain extent. Therefore, the office buildings should integrate the elements of the times and traditional culture to reflect Chinese traditional culture and create a architectural system with Chinese characteristics.

5. CONCLUSION

Office buildings are completely indispensable in the development of urbanization. The development of office buildings must follow the three principles of aesthetics, practicality, and ecology, and achieve coordinated development with the city y combining traditional culture and Chinese characteristics, and ensure that it serves people, puts people first, and meets the needs of the development of the times.

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To Innovate the Concept of Education Management and Improve the Level of Education Management

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Abstract: With the continuous development of our country's economy, political culture has also progressed. The overall well-off process of our country is further accelerating. At present, it is a special period of accelerating economic development, and more economic, political and cultural talents are needed, and the talents need to be cultivated by teachers. In order to keep up with the development of the times, teachers in various disciplines of the school should constantly innovate their own educational concepts, and teacher in charge of the class are facing many challenges, but for the healthy development of students, they should calmly respond to existing challenges, change concepts of education management, and educate and train students with new concepts. This paper starts from the new educational concept and proposes corresponding strategies to improve the level of education management.

Keywords: Education management; Education concept; Management level

1. NEW CONCEPT OF EDUCATION

1.1 To establish the educational philosophy of "student is the center"

"Student is the center" means that the development of students is put in the first place. The characteristics of students' growth, that is, the law of growth, are all disciplined. Teachers must respect students' hobbies, care about students' study and life, understand students, and treat them with appreciation and trust, and try to stimulate or tap the potential of every student in the class, so that every student has advantages and specialties. In addition, teachers need to further cultivate students' motivation and innovative ability to strive for the overall development of students.

1.2 To establish the educational concept of "student is in dominant position"

"Student is in dominant position" means that in the process of education implementation, students are the mainstay and teachers are the auxiliary. In such environment, students can give full play to their subjective initiative, learn independently, manage themselves, and educate themselves. Establishing the educational philosophy of "student-centered" is the prerequisite for students to maximize their subjective initiative, and then improve the effectiveness and management of education, promote the physical and mental health of students, and enhance the ability of students to self-regulate. Therefore, It is necessary for students to conduct self-education. Transforming the teacher's education of students into students' self-education is the best expression of the new educational concept in the new era.

1.3 To establish the educational concept of "everyone can become a talent"

Teachers must accurately understand and grasp the "Talent View" and promote the comprehensive development of students' morality, intelligence, physical education, and art in accordance with the highest standards for measuring talents. It is necessary to establish the concept of "everyone can become a talent" and "every industry has talents", and create a good learning atmosphere for students, and make environmental preparations for students to become talented. The teacher's expectation that "you can become a talent" is placed on students. It is the greatest encouragement to the students and the motivation for students to study hard. As the "guider" for the healthy development of students, teachers in charge of the class should establish a new concept of talents. Teachers should have a sense of mission and responsibility to cultivate talents, which is conducive to accelerating the further economic development of the times.

1.4 To establish the educational concept of "serving for students"

In the eyes of the older generation, teachers have absolute authority in school management, and many teachers also retain this working philosophy. However, now that students born after 2000 have gone to college, the diversified characteristics of the times make students more actively participate in campus construction, and their sense of autonomy and participation is getting stronger and stronger. They do not worship the authority, or even oppose the "autocratic" management mode. The change of educational objects has caused the teacher's concepts of education management to be changed. It is necessary to abandon the previous educational philosophy of "teacher dignity" and establish the educational philosophy of "serving students".

2. TEACHERS' CONSTANTLY IMPROVING THEIR OWN QUALITY

High-quality teachers can cultivate high-quality students. In order to implement quality-oriented education, the personality charm of the head teacher is particularly important, which not only requires teachers to have higher academic level, higher professional quality, but also requires good moral cultivation. For the head teacher, these qualities are more important. The head teacher is an expert in students' ideological education, and their words and deeds affect students to a great extent. For the head teacher, we should not only do a good job in teaching tasks and professional courses, but also do a good job in students' moral education. In life, teachers should keep up with the pace of the times, constantly learn new things and new ideas, cultivate new interests, so as to have more common language with students and be close to students' life. "The teacher is the guide for the students" means that the teacher's thought, conduct, life style infects students. When students are required to make progress, the teacher should also continue to learn, improve self-quality, and devote himself to education, so as to gradually update their educational philosophy and improve the management level.

3. THE CORRESPONDING STRATEGIES OF INNOVATING THE CONCEPT OF EDUCATION MANAGEMENT

3.1 To strengthen the construction of leading group and the sense of democracy and service

First of all, school leaders should strengthen the sense of democracy and service, clearly realize that school management and teaching are the core of student development, promote the democracy of the leading group and maintain the corresponding principle of centralism, so as to promote the effectiveness of decision-making. The leading group should have a reasonable division of labor, clarify the responsibilities of each post, and perform their own duties. A reasonable division of labor is conducive to improving work efficiency and actively carrying out work. The leading group should set an example, be honest and upright, and get the support of teachers. They should also unite and cooperate, be dedicated and have a sense of the overall situation, and seek common ground while reserving differences when they disagree.

3.2 To establish and improve various rules and regulations and form a scientific management mechanism

The school should formulate the corresponding management system and strengthen the management norms, which is conducive to the smooth progress of school management. The establishment and improvement of various systems can make the teachers' work have rules to follow and the school operate more efficiently. The school should achieve standardized management, act according to the established system, and form a standardized work situation under the constraints of various school systems. The school should make scientific decision which is an important part of scientific management. The correct education policy needs to listen to the suggestions of teachers reasonably, and the school decision should meet the needs of the current development of school work. The school management needs democratic supervision, so the school management should listen to and widely solicit the suggestions and opinions of the school staff, and guarantee the right of the majority of the staff to form democratic supervision through meetings.

3.3 To create a people-oriented working environment and arouse teachers' working enthusiasm

Teachers are the backbone of school management. To respect teachers, teachers need to have the opportunity to display their talents and stimulate their work enthusiasm by enlarging their talents. The school need not only to meet the spiritual needs of teachers, but also to meet the needs of teachers' material life. The school can also set up incentive policies while establishing the guarantee tact. Through the goal incentive, example incentive, competition incentive and other policies, the enthusiasm and initiative of teachers are greatly mobilized. In order to promote the development of education, the school should build a team of high-quality teachers, update the education concept of teachers, so that teachers can keep up with the pace of the development of the new era.

3.4 To establish a sense of responsibility and quality, and improve the quality of teaching in an all-round way

The quality of teaching determines the survival and development of the school. The school must adhere to the educational philosophy of "quality first", strengthen the teacher's sense of responsibility, and constantly update the teaching model. Classroom teaching is the most important management occasion for teachers. Teachers should take students as the domination, actively guide students to answer questions in class, and educate students through advanced educational management concepts. Teachers need to teach students in accordance with their aptitude, correctly recognize the differences of individual students in the class, discover the advantages of each student, and take different measures to guide the development of students, so as to improve teaching effects and improve management.

4. CONCLUSION

In the new era, teachers need to change concepts of traditional education, use the new educational concepts to manage students, and improve students' performance and quality. It is imperative to reform the work model of student education management and is an important measure in the current education environment. In the current new situation, it is necessary to attach importance to the ideological education of students, start with their daily study and life, and manage students. The application of new educational concepts requires teachers to continuously improve their overall quality. In the management process, it is necessary to continuously explore, practice, and continuously summarize experience and lessons, so as to improve the level of education management, and cultivate more high-quality talents for social development, and achieve the educational purpose of "cultivating people by virtue".

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Research on the Application of Learning Platform Based on "Internet +"in Public English Teaching

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Abstract: Since the rapid development of science and technology, the cause of education has introduced a large number of Internet data. English is the international language, how to use the learning platform based on "Internet +" for English teaching is an aspect that needs to be considered and explored. This paper focuses on how to use the learning platform based on "Internet +" for public English teaching.
Keywords: Internet +; Learning platform; Public English teaching; Application

INTRODUCTION

As an international common language, English is a language that people must master, and it plays an important role in work, study, and life. Nowadays, the method of English learning is not limited to the form of school classroom or tutorial classes. The Internet also provides a large number of opportunities to learn English. Public English teaching is popularized and widely used on the learning platform based on "Internet +", and it needs to make better use of opportunities brought by the development of the Internet.

1. THE DEVELOPMENT PROSPECTS OF THE INTERNET IN LEARNING AND TEACHING

The development of the Internet has brought unprecedented changes to the lives of the people, making daily life more convenient and faster. And the changes that the Internet has brought to every industry are unprecedented innovations. The application of the Internet in the cause of education also makes teaching more convenient and efficient. Teachers can make use of the large amount of learning resources on the Internet to give students broader and better knowledge, coordinate the academic achievements of various scholars, and improve their own shortcomings. At present, application of the Internet in the teaching is still a simple stage, and the Internet still has great development prospects in learning and teaching. For example, most schools now use all-in-one computers for teaching, but the knowledge taught is still PPT files made by teachers themselves, and students still use textbooks for learning. They are isolated from the Internet in daily life and have not yet been able to access to other Internet learning resources. By the in-depth popularization of Internet teaching, students can access more learning resources, so that they have a broader range of knowledge and can understand more knowledge which is no longer limited to paper textbooks [1]. The development of the Internet also makes the learning place get rid of the limitations of space, so that we can still receive teaching outside the classroom. In addition, we can obtain knowledge through the Internet, and input knowledge anytime and anywhere, so that the time for English learning and teaching becomes more free.

The construction of the Internet has also gained the support of national policies. The future era is the information age. The development of the Internet will only become more intelligent and high-end, and the popularization of the Internet will spread to thousands of households. The learning platform based on "Internet +" will also benefit from it, and develop with the development of the Internet. More and more things in daily life are replaced by Internet functions, and online learning is bound to be the general trend. With the development of the Internet, learning platform will become the mainstream form of learning.

2. APPLICATION OF PUBLIC ENGLISH TEACHING IN THE LEARNING PLATFORM BASED ON "INTERNET +"

As an international language, English has been accepted by everyone and it is worth learning by everyone. English exists in daily life, work and study. With the rapid development of the Internet, the learning of public English is no longer limited to the classroom, and teaching on the Internet learning platform also has many advantages. Thus, public English teaching has also developed well on the Internet learning platform.

2.1 Massive vocabulary of learning platform based on "Internet +"

In English learning, memorizing words is the most basic part. Learning English is like building a skyscraper, and memorizing words is to build the foundation for this skyscraper. We usually carry heavy books after memorizing English words, which is not only inconvenient to carry, but also unable to update the latest international word from time to time. The massive vocabulary resources on the "Internet +" learning platform make the reading and recitation of English words get rid of heavy books, which is convenient for our daily travel. And we can still memorize recite words even on the way for working. At the same time, the Internet also provides a variety of English word software, such as BaiCiZhan, Kingsoft PowerWord, NetEase Youdao Dictionary, etc. [2]. Such learning software, connected with the Internet, improves with the development of English and keeps pace with the times. The word capacity also meets the needs of learning English words. This kind of learning platform also adds a lot of humanized design, designs different learning plans for different groups of people, and has daily clock in requirements for users to insist on reading and memorizing words, which adds a lot of benefits to the learning of public English. For example, the humanized design of "BaiCiZhan" software is reflected in providing different learning programs for different groups of people and designing different vocabulary capacity for primary and secondary schools, high schools and universities to meet the needs of different age groups. In addition, it also provides the option of increasing daily learning for those who have the ability to learn, and make daily learning plans according to their own learning time.

2.2 The complete translation system in learning platform based on "Internet +"

In the process of learning every language, we always encounter sentences that we don't understand, and translation becomes a difficult thing. The old translation needs a lot of query books, and it needs to be understood in the sentence environment in order to translate a complete and correct sentence. Due to the development of the Internet, translating sentences is no longer a difficult task. The "Internet +" has established a complete translation system. Various translation softwares provide different choices for people. Excellent learning platforms such as NetEase Youdao Dictionary and Baidu Translation provide a convenient and correct translation way [3]. English translation has become a simple and easy thing. At the same time, these platforms will give users other knowledge points in the follow-up text after translation, which makes the understanding of paragraph sentences broader, and finally users can get the popularity of knowledge. For example, on Baidu website, as long as the word "translation" is typed in the search engine, the translation interface will appear immediately. It is convenient, and the translated content is accurate. The translation effect of learning platform based on "Internet +" is not only in the translation of written content, but also in the translation of some idioms in daily communication, so that users can really learn public English and apply it in daily life.

2.3 English resources all over the world on the Internet

The study of public English can not be limited to the knowledge of books, and it is essential for the exploration of external English knowledge. While learning English, we should also learn the usage of foreign English. The global of "Internet +" has solved the problem of not being able to go abroad. "Internet +" covers social news, local customs and practices, teaching and learning, etc.. With the help of "Internet +", we can learn how to use English grammar in foreign countries and some idioms in daily communication, or how foreigners communicate in English in daily life. "Internet +" also has comprehensive video resources such as music MV, foreign films, and foreign famous literary work, all of which can be used to learn English grammar and to increase the knowledge of English [4]. For today's young people, it is common for them to learn English grammar through movies and English songs. They learn how to pronounce from the dialogues of movie characters, how to use the acquired English knowledge fluently, and how foreigners communicate in daily life. These kinds of common sense can not be reflected in textbooks. In addition, the amount of English resources in the learning platform based on "Internet +" make the learning of public English free from the knowledge of books and classroom. The learning platform based on "Internet +" shows a broader knowledge system of public English and a richer knowledge plane, making the learning of public English more comprehensive.

3. DISADVANTAGES OF LEARNING PLATFORM BASED ON "INTERNET +" IN LEARNING AND TEACHING

The development of the Internet brings great benefits to learning and teaching, but the learning platform based on "Internet +" still has great defects in public English teaching.

(1) "Internet + " is full of entertainment.

The development of the Internet is not just for the development of education and teaching. The development of "Internet +" is full of all walks of life. So the Internet is full of entertainment. For instance, some entertainment news, game information, and entertainment videos consume people's learning enthusiasm. These entertainment will confuse the direction of students' learning in public English teaching, and make learning and teaching out of track, and students indulge in entertainment software, leading to inaccessible teaching of public English. It may also make users lose their ambitions and enthusiasm for public English learning.

(2) "Internet + " learning platform lacks the compulsory English teaching for users.

The Internet is a public platform, so the network will lack the compulsion for users. This is also reflected in the public English learning platform. Without certain compulsion, it is easy to lead to the interruption of public English learning, breaking away from the learning rhythm, and unable to devote themselves to learning like in the classroom [5]. For example, BaiCiZhan, as an excellent word memory software, has a large number of users, but it can't force users to memorize words on time every day, which easily leads to users' inability to learn words for a long time. The learning of words is disjointed with knowledge learning, and is unable to form a long-term memory of words, and words just learned will soon be forgotten. Over a long time, the teaching of public English will become interest teaching, and students learn if they are interested.

(3) "Internet +" is full of unhealthy advertisements.

Nowadays, the network control system is imperfect, which leads to a lot of bad advertisements on the Internet. These opportunistic advertisements will confuse learners' audio-vision, and even deceive learners to seek benefits. And some unsafe website construction will not only cause network poisoning of equipment, but also lead to users' psychological "poisoning". The imperfect regulation gives many speculators a chance to get into the gap, which not only affects the learning of public English, but also endangers the physical and mental health of learners.

4. CONCLUSION

The teaching of public English is popular among the people. And the development of the learning platform based on "Internet+" has brought great convenience to the teaching of public English, making the teaching of public English in a real sense and get rid of the constraints of time and space. In addition, the massive learning resources contained in the Internet have also provided great help to public English teaching. However, the disadvantages of "Internet+" are also affecting the teaching of public English. Only by accurately grasping the usage of the Internet can the teaching of public English be better promoted.

ACKNOWLEDGEMENT

This paper is founded by “Need analysis on College English digital platform based on adaptive learner model(YDY-2019-21)” which is approved by Guangdong Educational Bureau

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An Experimental Study on the Influence of Camp Education on Children's Self-confidence

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Abstract: In this study, three self-building campuses in China were investigated. The survey was undertaken by means of a questionnaire survey. The data were analyzed by means of mathematical statistics, and interviews were conducted with the tutors and campers at the campsite to understand the impact of camp education on children's self-confidence. Based on the analysis of previous research experience and combined with the conclusions of this study, this paper puts forward the following suggestions for the relevant camp education institutions, camp employees and camp education promotion departments: to improve the camp mentor training mechanism; to strengthen the popularity of camp education in various regions of China; to enrich the camp curriculum system and optimize the CAMP content; to improve the supervision and evaluation system.

Keywords: camp education; children's self-confidence

INTRODUCTION

In recent years, with the continuous improvement of China's economic level and the introduction of relevant national policies, more and more investors and relevant institutions are involved in the camp education industry, and the industrial development has entered a vigorous period. [1] At the same time, the rapid development of camp education industry also shows many problems of China's camp education. The development of educational practice ignores the emotional education and moral cultivation of young people, which leads to the insufficient development of the majority of young people in physical and mental health and other aspects, resulting in the low frustration tolerance of young people, the problems of retreat or escape, and the defects of the healthy growth of young people and children. It's more and more obvious. [2] This paper studies the influence of camp education on children's self-confidence through literature, field interview, questionnaire and mathematical statistics with demographic characteristics of campers (age, gender, region). As follows in Table 1, 2 and 3.

Table 1 Age Statistics

Age	Number of people	percentage（%）
6	6	8
7	19	25.3
8	13	17.3
9	13	17.3
10	11	14.6
11	7	9.3
12	6	8
Total	75	100

According to Table 1, there are 19 people aged 7, accounting for 25.3% of the total. Secondly, the campers aged 8, 9 and 10 are in the majority, with 37 campers, accounting for 49.3%. [3] According to the data, the age of the campers participating in the youth camp is mainly 6-12 years old, and the campers aged 6 and 12 are less.

Table 2 Gender Statistics

Gender	Number of people	percentage（%）
Male	43	57.3
Female	32	42.7
Total	75	100.0

It can be seen from Table 2 that among the campers participating in youth camp education, girls are less than boys, and boys' participation is higher than girls. [4]

Table 3 Geographical Statistics

Region	Number of people	percentage（%）	Region	Number of people	percentage（%）
Harbin	5	6.7	Mianyang	1	1.3
Beijing	3	4.0	Nanjing	36	48.0
Changchun	1	1.3	Nanning	1	1.3
Changsha	4	5.3	Panjin	3	4.0
Chengdu	2	2.7	Sanya	1	1.3
Fuzhou	1	1.3	Shanghai	1	1.3
Nanning	1	1.3	Tianjin	4	5.3
Guangzhou	3	4.0	Wuhan	4	5.3
Guiyang	1	1.3	Zhuhai	1	1.3
Haikou	2	2.7	total	75	100.0

It can be seen from Table 3 that there are 36 campers from Nanjing, accounting for 48%. In addition, campers come from other urban areas in China, and most of them are from first tier and second tier cities. [5] According to the data, the enrollment sources of campsites are mainly from the city where the campsites are located and the surrounding cities. Compared with the economically backward areas, the popularity and participation of campsite education are higher in the areas with high economic level.

2. ANALYSIS OF EXPERIMENTAL RESULTS

According to the instructions of Rosenberg scale, the final score was calculated. [6] The score range of 10-40 was divided into four stages: inferiority (10-15), self feeling ordinary (16-25), self-confidence (26-35) and super confidence (36-40).

Table 4 Scored 10-15 Points (inferiority complex)

	Number of people	percentage（%）
Before intervention	16	21.33
After intervention	7	9.33

Rosenberg scale explained that the inferiority complex is lack of self-confidence in front of strangers. [7] From the above data, the proportion of campers in the inferiority complex state was as high as 21.3% when they first arrived in the camp environment. After participating in the camp, the proportion of campers with low self-esteem dropped to 9.3%. Thus, camp education can help some campers who lack self-confidence to improve their self-confidence to a certain extent.

Table 5 scored 26-35 (self-confidence)

	Number of people	percentage（%）
Before intervention	9	12
After intervention	23	30.07

It can be seen from table 5 that the proportion of those who scored in the confidence zone before the camp was 12%, while the proportion after the camp was as high as 30.07%, up 18.07%. Through participating in the camp, the overall score of the campers is more inclined to the self-confident. Combined with the explanation of self-confidence in the use of the scale, it can be seen that most campers are full of confidence in themselves after receiving the camp education, and will not feel nervous in the face of strangers and strange environment, and will not dare to face because of the first participation, which has a significant improvement in self-confidence. [8]

Table 6 scored 16-25 (self feeling ordinary)

	Number of people	percentage（%）
Before intervention	44	58.7
After intervention	40	53.3

As shown above, more than half of the campers scored 16-25, but with the intervention of the camp, the proportion dropped to 53.3%. Combined with the downward trend of the effective percentage in Figure 1, it can be seen that most campers who were in a normal state of mind before participating in the camp turned into self-confident people, which indirectly reflects the impact of camp education on children's self-confidence. [9]

Table 7 score range 36-40 (super confidence)

	Number of people	percentage（%）
Before intervention	6	8
After intervention	5	6.7

Based on the above data and the actual situation of the camp, there are many campers who are very confident. They have participated in the camp activities before, and because they are familiar with the environment and have their own opinions on the course, they will show strong self-confidence. With the intervention of the camp, the proportion of this range shows a downward trend, which shows that the camp education has a significant impact on the quality of children, and the ability of the camp is to ensure that its impact is positive. [10]

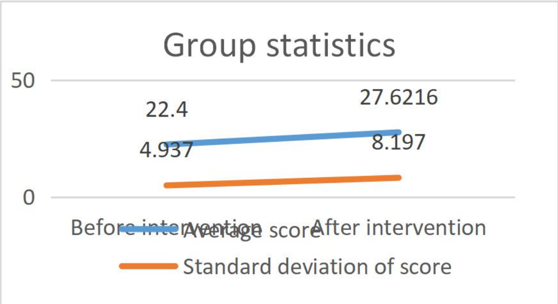

Figure 1 Comparison of total scores before and after participating in the camp

According to the total score of the survey and the comparative analysis before and after the intervention, it can be seen from the above Figure that the average score of the campers before and after the camp is 22.4 and 5.2 respectively, and the corresponding interval changes from self feeling ordinary to self-confident, and the score and T-test result P = 0.06 are in critical correlation, with significant difference. The effect of camp education on children's self-confidence is positively correlated, which reflects that camp education helps to improve children's self-confidence.

3. CONCLUSION

Camp education plays a positive role in cultivating children's self-confidence. By helping children gain a sense of achievement in the camp, children's self-confidence can be effectively improved. By elaborately designing the course content and camp products, children's self-confidence can be improved. Moreover, the professional quality of camp tutors plays a key role in shaping children's moral quality. A good team atmosphere can be created in the camp to encourage them to participate in. The mutual recognition of campers can indirectly help campers build self-confidence.

Through the research, it is suggested that the camp education practitioners to improve the camp tutor training mechanism, focus on cultivating the professional quality of camp tutors and other related talents; to strengthen the popularity of camp education in various regions of our country, enhance the participation of our young children in camp education; to enrich the camp curriculum system, optimize the CAMP content, design the camp activities with depth and high experience; to strengthen the training of camp teachers. While, it’s necessary to reasonably manage and control the camp organization, and improve the supervision and evaluation system.

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Analysis on the Factors Influencing Teenagers' Concentration in Orienteering Training

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Abstract: Attention directly affects the absorption of knowledge, academic performance and intellectual development of teenagers. Orienteering has a positive effect on the cognitive development, psychological and physical development of teenagers. Through questionnaire survey, interview and other methods, this paper concludes that the factors influencing teenagers' concentration in orienteering training include their own factors, age factors, teachers' factors, social factors and other factors. Finally, some suggestions are put forward to promote the popularization and scientific development of orienteering.

Keywords: orienteering, adolescent concentration

1.INTRODUCTION

Teenagers are an important period for the rapid development of psychology and physiology, laying the foundation for growth and shaping a sound personality. Concentration is an important guarantee for teenagers to learn and grow up efficiently. Orienteering is a common activity in current physical education curriculum, camp education and experience education. Orienteering Training has a positive impact on teenagers' concentration and memory while developing their sports ability and improving their health. Long term participation in orienteering has a positive impact on the sustainability and focus of attention of adolescents. [1] However, if the teenagers who participate in orienteering training are not focused enough, they will not be able to get a certain growth through orienteering. Investigating the factors that affect their lack of focus can better help orienteering teachers pay attention to the development of teenagers' focus and expand the "effectiveness" of orienteering teaching.

2.THE INFLUENCING FACTORS OF WEAK FOCUS IN ORIENTEERING OF TEENAGERS

First of all, the questionnaire was designed according to the purpose of this study and the question, mainly from the perspective of students to understand the main factors affecting their concentration. The first draft of the questionnaire was revised repeatedly to get the trial draft, and then the final draft was obtained after the trial questionnaire was sent out and verified. The online and offline methods were used to distribute the questionnaire. Finally, a total of 149 questionnaires were collected, including 122 valid questionnaires. The questionnaire data came from Hubei, Sichuan, Jiangsu, Shaanxi, Zhejiang, Chongqing, Shandong, Beijing and Guangxi Provinces. Secondly, in order to understand the specific situation from the perspective of teachers' perception, eight orienteering teachers were selected by snowball sampling, and semi-structured interviews were conducted. The teachers interviewed are located in Wuhan, Zhengzhou, Beijing and Guangzhou, and their teaching units include primary schools, universities and training classes. They have been teaching for more than two years.

Through the analysis, this paper concludes that the factors affecting teenagers' concentration in orienteering training include the following five aspects: self factor, age factor, teacher factor, social factor and other factors.

3. Self Factors

3.1 Insufficient interest stimulation

Interest is an important factor affecting students' concentration, while teachers, society, age and other factors also have a certain impact on teenagers' interest in directional activities. First of all, most of the students who participate in orienteering training are interested in it. Because of the novelty and participation of orienteering itself, it can attract students. The results of the questionnaire show that students not only want to exercise through orienteering, but also participate because they are interested in it. Secondly, students are willing to concentrate on learning and training only if they are interested. Students who are interested are more passive and unwilling to attend classes.

3.2 Being lack of personal ability

When the students have good physical fitness, they can maintain a more focused state in the middle and late period of the orienteering chart, while the students with weak physical fitness will be dominated by fatigue, resulting in the gradual reduction of their concentration.

3.3 Influence of personality characteristics

Some teachers think that students' personality will affect their concentration, and introverted students are more focused. Because in the process of directional teaching, extroverted students are easy to get excited and discuss with their teammates, while introverted students will listen to the teacher more carefully. Although there are some differences between this view and previous studies, it is certain that personality characteristics do affect students' concentration.

3.4 Negative emotional impact

Pressure accumulation, negative emotion superposition and fuzzy learning motivation will lead to students' attention loss or lack of concentration. It can be seen from teacher interviews and questionnaires that if students have negative emotions when participating in orienteering training, they will not focus on learning.

4. AGE FACTOR

Different age levels lead to different concentration of teenagers participating in orienteering training. Many teachers have obvious differences in the evaluation of low-age and high-age students' concentration. Low age students' understanding ability is weak, self-control ability is insufficient, attention is easy to be distracted and easily affected by bad weather. However, the concentration of high-age students is more stable than that of low-age students. In addition, some teachers think that students will be more vigilant and can stimulate them to return to the destination as soon as possible.

5. TEACHER FACTORS

5.1 Defects of teaching content

When the teaching content is boring and difficult to understand, students can not generate interest in learning. Students will not focus. Most of the teachers interviewed think that the teaching content is very important, and how to make the boring theoretical learning content lively and attractive is what the orienteering teachers need to further strengthen.

5.2 Differences in teaching methods

Teaching method is a means for both teachers and students to complete the teaching content, including two aspects: teachers' teaching method and students' learning method. But teachers are in the leading position in teaching, so we need to take the teaching method as the main method. Everyone is an independent individual. The different ideas and abilities of teachers also lead to some differences in their cognition of the goal of directional teaching, and also lead to different teaching methods of directional teachers.

5.3 Advantages and disadvantages of teachers' quality

The quality of teachers is the premise of doing a good job in teaching and the basic requirement of whether teachers are competent for teaching. Orienteering teachers, as guides for teenagers to participate in orienteering course training, should have all kinds of basic qualities to make students willing to listen, take the initiative to see and learn. In the survey, 14 teenagers think that teachers' personality; teaching methods and handling styles will affect their concentration, and some teachers also mentioned that teachers' liking by students will affect their concentration.

6.SOCIAL FACTORS

6.1.Differences in parental rearing patterns

Parenting style refers to a kind of behavior tendency that parents show in the process of educating and raising their children. Some students need parents' support when they participate in orienteering activities, while the parents of doting parenting style will interfere with teachers' orienteering training. The parents of lower age students will pass water and clothes to their children during the teaching process, so as to distract students' attention. While the parents of authoritarian parenting style will bring their own way of training their children to the classroom, ignoring the rhythm of teaching.

6.2.Peer relationship and its effect

First of all, the influence of peer relationship in the process of sports is more important, and the relationship between students and peers in orienteering training affects their concentration. Secondly, there is a common action preference in the peer group. [2] When the peers actively participate in the directional course training, the students are willing to be more focused, otherwise they are not.

7. OTHER FACTORS

7.1 The value of the project is not high

Due to the influence of equipment and venues, it is more difficult to carry out orienteering than ordinary events. Compared with other events, orienteering is very small and can not reach a higher level of competition. Therefore, some students think that the value of orienteering is low.

7.2 Accidental interference

It is very important for students to participate in the course training, but when they encounter some accidental events such as poor sleep state and special circumstances before training, they will also be lack of state and unable to concentrate.

8. COUNTERMEASURES

8.1 Reasonable integration into the game

The game has gradually become a popular course form for students. It is necessary to consider the location and environment of orienteering course to ensure the safety of students when they participate in the course. It is necessary to design and carry out the game according to different people. It is necessary to design different types of orienteering games according to different ages and different personalities. It is also necessary to design the game according to the course content and purpose study.

8.2 Setting up external drive

Competition-driven model adopts group cooperation and group confrontation, and uses ranking table to show group and individual achievements, so as to promote concentration through competition; task -driven model arranges difficult but achievable running tasks to cultivate self-confidence; reward-driven model including language praise and material reward. Praise and reward should be timely, reasonable and effective to avoid the possibility of failure to fulfill, so as to weaken students' trust in teachers.

8.3 Creating teaching situation

It means changing the classroom environment, according to the students focus on practice and ignore theory. Teachers can carry out theoretical learning outdoors, and carry out the theory and practice teaching with each other; use scientific and technological teaching aids, such as GPS or video review, to promote the focus with new props and intuitive methods; change the way of reflection, let the students as the leading, share their own experience, discuss with each other, and finally achieve the goal Encourage students to speak actively.

8.4 Creating a positive atmosphere

Students like teachers who are humorous and interesting, and present the teaching content in a humorous and interesting way, which can make students study actively. However, teachers should consider students' cognitive development level when creating a humorous and interesting positive atmosphere, [3] and do it moderately.

8.5 Using hierarchical teaching

Students with different levels of development should be treated differently, and students should be stratified according to their age, physical and mental development level, so as to ensure that each group of students can complete the learning tasks. Hierarchical teaching requires teachers to have the corresponding ability and teaching quality, to ensure that the hierarchical is reasonable.

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The Development Path of Roller Skating--Taking Lishui Area as an Example

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Abstract: In the era of Healthy China, China's sports industry ushered in the best development opportunity ever. Roller skating is a sport that can be used by both young and old. However, roller skating is still restricted by such factors as a small number of people, low attention of social groups, low attention of relevant institutions, unclear competition level and small scale of campus associations. Taking the promotion of roller skating in Lishui City as an example, this paper explores the development of "Sports Plus" integrated development mode in Lishui City, introduces the degree of implementing sunshine sports policy, and the situation of cultivating grass-roots professional talents, so as to create a better competition environment and platform and promote Lishui experience. This paper expounds the problems existing in the development process of roller skating in China, the causes of the problems and the discussion. Taking Lishui City as an example, this paper explores the development path of roller skating.

Keywords: Healthy Chinese; roller skating; development path

1.INTRODUCTION

The essence of the deep integration of people's fitness and national health is to explore a way to promote people's physical and mental health through the deep integration of sports and health. The ultimate goal is to solve the health problems faced by our country and accelerate the implementation of Healthy China strategy. In Lishui City, where roller skating is well developed, roller skating is a “golden card” of Lishui. How to extend Lishui experience to the whole country and promote the development of roller skating is an important issue.

2.CURRENT SITUATION OF ROLLER SKATING

2.1 Good foundation of lishui roller skating project

As early as in 2002, Lishui City launched roller skating, initially in the form of selling brand roller skating shoes in the square and sending roller skating courses. In terms of roller skating competition, Lishui roller skating team was established in 2004 to participate in the National Freestyle Roller Skating Invitational Competition held in Beijing, and achieved good results, such as taking the top first, second and four place in speed slalom project; he also won the championship and broke the world record in the world-class roller skating competition. Lishui's freestyle roller skating project has a very good reputation in the international arena. A standard roller skating field was built in 2009. At that time, there were only five standard skating rinks in China. [1]

2.2 Social groups' recognition of roller skating

Lishui City has roller skating association to carry out roller skating activities regularly, and the folk roller skating club team is also very large. So far, there are six large-scale roller skating clubs in the following counties and cities. Social groups support roller skating and provide commercial sponsorship for roller skating activities. The middle-aged and old people fully recognize roller skating. They participate in roller skating every day in the square for the purpose of fitness. The atmosphere of roller skating is good.

2.3 Parents are willing to support children to participate in roller skating

Roller skating is a sport that needs strong balance. Parents need to accompany children to participate in roller skating teaching activities. Parents are willing to let their children contact roller skating and develop their children's interests. Parents believe that roller skating can enhance children's balance ability, and also increase their self-confidence and willpower. Roller skating can be combined with music and dance to enhance children's sense of music and dance. [2] At the same time, participating in speed can enhance children's endurance and explosive power. As a sport that can enhance various abilities, parents are willing to let their children participate in roller skating training. It can reduce children's sedentary time at home playing video games and greatly increase the time of outdoor contact and communication.

2.4 Integration of roller skating and campus culture

On September 3, 2018, the roller skating ceremony was officially launched in Wenyuan Primary School of Lishui City. Through the world champion into the campus, Wenyuan School lets students close contact with roller skating and feel the beauty of roller skating. Roller skating has entered the classroom of Wenyuan Primary School. There are 24 classes in the school, and each class has a roller skating class every week. At that time, the Municipal Roller Skating Association will send a roller skater to the school for training, and Wenyuan sports teacher will be the assistant. Wenyuan School will soon set up a school team to carry out elite training. Statistics show that there are nearly 20 primary and secondary schools offering roller skating courses, and the number of participants has reached 5,000. On December 16, 2020, Lishui Education Bureau and Lishui Sports Development Service Center issued the policy of "basic requirements of Lishui youth roller skating characteristic school", which aims to strengthen the strength of roller skating into the campus and increase the promotion of roller skating.

Wenyuan School holds relevant activities and competitions, and outstanding performance, and give policy support. In terms of events, from 2011 to 2019, a World Freestyle Roller Skating Championship, an Asian Roller Skating Championship and four international roller skating open competitions were held, and the first and second full Roller Skating Championships were successfully applied. The scale of events reached more than 5,000 people and the number of events reached 11. In the aspect of roller skating talent training, Lishui started to train roller skating talents in 2007. In a short period of time, it has trained five roller skating world champions, and has repeatedly broken the world records of speed over pile, such as Guo Fan, Lan Wangheng, etc. Yu Junyan broke the world record in passing the pile in the 2019 world all event roller skating championship. According to the idea of "differentiated development" of sports work in Zhejiang Province, Lishui has been identified as the city with the focus on the development of roller skating. In the annual sports work report of the whole province, roller skating is a golden card of Lishui. Because of this, governments at all levels in Lishui spare no effort to develop roller skating sports, and give strong support in venue construction, athlete training, coach introduction and other aspects.

3.THE RESTRICTING FACTORS OF THE FURTHER DEVELOPMENT OF ROLLER SKATING

3.1 Site restrictions of roller skating

At the beginning of roller skating, it is less limited by the roller skating field, and only needs to carry out roller skating training in an empty frame field. However, with the continuous improvement of roller skating skills of learners, professional field is needed for roller skating training, because professional field training can make athletes familiar with the competition field, and reduce the severity of safety accidents.

3.2 The convergence of events is not perfect

Many roller skating events are events participated by clubs, which are generally considered as graduation examinations for roller skating training rather than trials for advanced events. However, the low threshold of participation in provincial and national competitions leads to the fuzziness of the professionalism of high-level and low-level competitions, which makes parents and players have a kind of psychology that "roller skating competition is to meet the parents who participate in the training of children". The sustainable development of roller skating is weak.

3.3 Roller skating is easy to be injured

Roller skating is easy to get hurt, especially for beginners. The reason why roller skating is easy to get hurt is that the wheel slides on the ground, and the friction of the wheel on the ground is less than that of ordinary shoes on the ground. Moreover, the improvement of the center of gravity of the body will also increase the difficulty of beginners. Especially for beginners, ankle strength is too weak, which leads to scratch or sprain easily, because they can't control the balance well at the beginning of learning, and upright sliding posture is more likely to increase the risk of injury. In the training and learning of roller skating, parents will worry about their children's excessive injuries and affect their physical health and development. Most parents choose to give up and choose sports with relatively low risk coefficient. [3]

4. THE DEVELOPMENT PATH OF ROLLER SKATING

4.1 To actively explore the "sports plus" integrated development mode

In order to do a good job in the integrated development of "sports plus", we should take cultural exchange as the main body and cooperate in many aspects. Commercial sponsorship is needed for both multi event and social group activities to increase the promotion of the market. Therefore, in order to further promote and develop roller skating in Lishui City, we need to actively integrate into the "sports plus" development mode, explore the ways of combining roller skating with tourism, festivals and traditional culture, so as to expand the influence and social foundation of roller skating.

4.2 To carry out the youth sunshine sports policy

In order to encourage and support youth sunshine sports. Lishui city should actively carry out the campus roller skating competition. On December 16, 2020, Lishui City issued the "Comrade of Creating Roller Skating Characteristic School", no matter how to enhance the physical and mental health development of students or cultivate reserve talents, to create campus roller skating culture. By holding roller skating competitions, training camps and club leagues for primary and secondary school children and young college students, the Youth Sunshine Sports activities will be implemented.

4.3 To make great efforts to cultivate roller skating professionals on campus

More training for physical education teachers in colleges, primary and secondary schools, professional training in social training institutions and amateur training programs will be held to train professional physical education teachers and coaches. We should organize children's sports, youth sports and college students' sports at different levels, and organize leagues at all levels. Through a large number of competitions, we can achieve the purpose of communication, improvement and promotion, and make roller skating a brand project of national fitness. [4]

5. CONCLUSION

Lishui roller skating has outstanding achievements in competitive sports, from world champion to world record, which plays an outstanding role in China's roller skating. In group sports, square roller skating and roller skating festival are deep in people's hearts, let the public know roller skating. In school sports, from roller skating into the campus to roller skating into the students' daily curriculum, so that young students can better save reserve forces for roller skating career. Students can better physical fitness, but also for Lishui roller skating to give strength.

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The Narrative Features of "The Daughters of the Late Colonel" in the Feminist Perspective

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Abstract： The Daughters of the Late Colonel is a short story written by Katherine Mansfield, a famous British short story writer. It is a story of two spinster sisters who can never escape from the psychological control from their dead father. In it Mansfield expresses her concern about the fate of women through unique writing techniques, which makes her story stand upon the test of time. This essay mainly analyzes the Narrative features of The Daughters of the Late Colonel from the feminist perspective to better appreciate its enchanting artistic charm.

Keywords： Katherine Mansfield, The Daughters of the Late Colonel, feminist perspective, circuitous narration, multiple narrative points of view, free indirect speech

INTRODUCTION

Katherine Mansfield(1888-1923) ， a New Zealand-born writer, critic, and poet made great contribution to literature in her short life． She had transformed the traditional short story in such aspects as subjects and writing techniques and was regarded as the founder of western modern short stories.

To many readers, Katherine Mansfield’ s life was a sad legend of loss, romantic illness, and talent unfulfilled. During her short life, Mansfield always wandered lonely in different countries. Thus, under her pen, there are various types of women characters who are trapped by their sexuality and dominated by men and afford sufficient evidence of her anger over both women's sexual oppression and their cultural definition of submissive wives and child-bearers. Mansfield witnessed fast development of imperialism in her time and found that women ’ s economic position didn’ t change much than before. They still had to depend on males economically. Naturally the females had to accept males’ subordinate position and subject to their will. Therefore, female tragedies were unavoidable.

To make a feminist analysis on Mansfield’ s story, it is important to have a good understanding of the word “feminism”. The meaning of this word has never been definite. Whatever the word means, there is one basic meaning implied in it: the concern for women's problems and the demand for equality between men and women. Although Katherine Mansfield never proclaimed herself feminist, in her writing the women problems is always a current theme. Her personal struggles, as well as her insights into the lives of women, were the efforts of an emerging feminist consciousness. The Daughters of the Late Colonel, one of Mansfield ’ s best short stories, is an good example of women ’ s tragedy under Patriarchy in the male-dominated society, a failure of women ’ s consciousness, and a story of “two flowerless” daughters.

1. ANALYSIS OF THE DAUGHTERS OF THE LATE COLONEL FROM THE FEMINIST PERSPECTIVE

The story and its feminist theme

Katherine Mansfield ’ s "Daughters of the Late Colonel" is about how two sisters face their lives after the death of their father. As shown in the story, the two spinster sisters, Constantia and Josephine, have been effectively enslaved by their father, the colonel. He would always be the “forever” dominant force in their lives, even if he is dead. This story consists of twelve chapters. Yet the content of it is simple: Before their father dies, these two adult sisters have lived in father’ s rules. Their life with him has filled them with terror; they can ’ t even communicate with him. After the funeral, their lives don’ t go any further. They remain in bondage to the dead man, fearful of dislodging his image or receiving his posthumous disapproval. By giving her nephew the watch and not stopping the organ-grinder, they seem to internally realize that they are free to do as they please. But this progression is only temporary, the sisters quickly stay quiet because of their initial fear of their father.

This story reflects the unfair treatment which male gives to female. The colonel is a symbol of patriarchy; women who live in this authority-dominated society are repressed in their own thought and can’ t have their own ideas. Even the world changes, women can ’ t still get real freedom. It is also tragedy of “time” and loss of individual identity.

1.2 The daughters and and their loss

It is really amusing how Mansfield portrays these two sisters who are at a loss after their iron handed father's death. In the story, the sisters are involved in several unsettled discussions. The first is about whether or not they should give their fathers top hat to the porter. The next discussion is about what color they should dye their gowns. Later the discussion on whether or not they should give their father’ s watch to their brother comes up to naught, either, as all other discussions do.The most comical and ironical episode is when they cannot even decide whether they want their fish fried or boiled. They do not like Kate either, but shall they dismiss her or keep her? Constantia says"That is the question." In this part of the story, both Constantia and Josephine are quite immature and lack of common sense of judgement. They were unable to make any decisions without their father's approval. Why are they so unnatural, so abnormal? The fact that they lead very submissive lives both before and after their father's death and they suffer spiritually from their father might be the reason. They will never forget that at father's last moment, he opens not both but only one eyes "It glared at them a moment and then…went out" (KM, 2224). Ironically Mr. Farolles says, "The end was quite peaceful, I trust", but "both of them felt certain that eye wasn't at all a peaceful eye." The image of the "eye" at the moment of death, as it opens and closes, is a symbol of their father's watchful eye that terrorized every moment of their lives. The selves of the woman are locked within that gaze by its brutalized character because without their father's psychological oppression, they would have realized their potential as human beings, and also as woman. Under the psycho-oppression of the father, the daughters will always be "the daughters of the father", and certainly, as they grew up into middle-aged (single) women, "to be (solely) the daughters" is unnatural and even abnormal.

The sisters have been "the daughters of the father" for so long time that even after his death, they are still afraid to enter his room. "two mornings later, they enter father's room without knocking even" (KM, 2226) to go through his things. This is a good statement of father's authority and daughters' fear of him. From sisters' impression, "it was dark in the hall". Father's room is described impressionistic because the sisters are frightened. In Chapter 6, paragraph 10, the use of dash and ellipsis omits the process of entering the room, which infers the sisters are so frightened that they forgot how they got in. When they are in the room, they are "terrified", have to "whispered" (KM, 2226) in case father would hear. This illustrates the father, even in death, controlls his daughters for the rest of their whole lives. The father takes the daughters "time" and makes them lose their self-identity, making their life an absurd tragedy.

2. NARRATIVE FEATURES

Katherin Masfield is a conscious writer, as she is quite aware what she is writing. Her deep concern for women problems and understanding of their inner crisis makes her seek new ways of expression---to make things "feel like real" rather than "look like real". In The Daughters of the Late Colonel, Mansfield employs several writing techniques. With the aid of these techniques, the pathetic fate of Constantia and Josephine is fully revealed.

2.1 Circuitous narration

The form of the story used for The Daughters of the Late Colonel has been defined by Lan Gordon as the twelve-cell story, multi-cellular like living tissue, in that it has an organic shape, rather than that it contains self- enclosed units.(Katherine Mansfield and Virginia Woolf: a public of the two) Mansfield is quite explicit about her method of construction, "What I feel the story needs so particularly is a very subtle variation of 'tense' from the present to the past and back again and softness, lightness, and the feeling that all is in bud, with a play of humor over the character." (Journal, 54)

In The Daughters of the Late Colonel, the first sentence "The week after was one of the busiest weeks of their lives." (KM, 2221) implies the changes of two tenses: in the past, they had a busy life with their father; in the present, they feel empty after the death of their father. Scenes in the other part move freely between the past and the present time, sometimes also let the daughters fantasize future in the dark, making it a plotless story. The narration is in a circular way, not linear. The chronological order of the 12 chapters should be 8, 9, 3, 2, 4, 5, 1, 6, 7, 10, 11, and 12. Josephine and Constantia, two poor sisters, lose and abandon the control of their lives before and after father's death. Time seems wandering into the past and vaguely into the fantasies of the future to enhance the effect of feeling. The multiple layers of time and space reflect the multiple levels of emotions and experiences of daughters. The circuitous narration of the past and present in the story indicates that daughter can never escape from the father, and that they have no future because the their lives have stopped as they are and will always be "the daughters".

2.2 Multiple narrative points of view

Katherine Mansfield employs the shift of narrative points of view in The Daughters of the Late Colonel. This technique helps the reader look into the two sisters' lives objectively, and go into the heart of them. At the same time, the narrator can express the characters' consciousness more freely.

A good example is the first 7 paragraphs in Chapter 12. Paragraph 1 is from narrator's point of view; paragraph 2 and 3 are from Josephine's; paragraph 4 is from narrator's point of view; in paragraph 5, the first and second sentences are Constantia's direct speech, the third is from narrator's point of view, the last sentence is Josephine's interpretation; paragraph 6 is Josephine's direct speech; paragraph 7 shifts from narrator's observation to two daughters' point of view.

And it is especially unique for Mansfield to shift the points of view within a single sentence. In Chapter 2, the two sisters ring for the maid, “And proud young Kate, the enchanted princess, came in to see what the old tabbies wanted now.” (KM, 2224) Here within less than twenty words, we shift from the point of view of the two sisters, timid and envious of Kate’s dazzling youth, to the viewpoint of the naughty maid, who shows on respect to the spinsters. The force of this sentence comes from a three-part source: the daughters, Kate, and narrator.

2.3 Free indirect speech

In The Daughters of the Late Colonel, in Chapter 12, paragraph 3 “It never will thump again, It never will thump again” (KM, 2234). This is the sound of organ-grinder, but it also is the two daughters’ free indirect speech, especially Josephine’s, without beginning like “she thought that’. Here, the free indirect speech gives what passes through the daughters’ mind rather than what they really say. The two repeated monologues emphasis the fact that father died. And they don’t to be afraid any longer, he can’t control them. More importantly, father’s influence does not exist any more. The free indirect speech makes the reader enter the inner minds of the sisters and enhances the understanding of the story.

3.CONCLUSION

Katherine Mansfield’s The Daughters of the Late Colonel is among the finest short stories in English language. In this story, Mansfield explores women consciousness of the two poor sisters, and also adopts some successful narrative techniques, including circular way of narration, multiple narrative points of view, and free indirect speech. Today, Katherine Mansfield’s reflection on women’s identity is still of significance for contemporary women.

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The Strategic Culture of Advertising and Design in the Era of New Media

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Abstract:The era of new media has come, and the content of advertising and design work has also undergone tremendous changes. In particular, the strategic culture of advertising and design is an important manifestation of modern enterprises in the process of commercial advertising marketing planning and promotion. In the era of new media Under the background, the use of new science and technology and creative design concepts can better demonstrate the individual characteristics of corporate products, and enable corporate products to gain consumers' favor in the fierce market competition. This article is based on reality, combined with the background of the new media era, to focus on the research and analysis of the strategic cultural content of advertising and design.

Keywords: New media; strategic culture; enterprise; advertising and design

1.INTRODUCTION

In the current market economy development, advertising and design are one of the important symbols to promote economic and social development, as well as commercial and socialized art forms. In the context of the new media era, the advertising design industry is also facing huge market competition. Compared with traditional design work, advertising and design under the background of new media not only pay attention to the quality of products, but also include market analysis and consumption. Readers' preference and other diversified cultural concepts. Looking at the recent market competition, product competition between companies is largely a brand marketing strategy competition. Therefore, shaping the strategic culture of corporate advertising and design is also an important content related to the future survival and development of companies. Therefore, research The strategic culture of advertising and design under the background of the new media era has a very positive significance for the development of enterprises and the progress of economic society.

2 THE DEVELOPMENT OF ADVERTISING DESIGN STRATEGY UNDER THE BACKGROUND OF THE NEW MEDIA ERA

In the social background of the rise of the new media era, the main central idea of advertising design strategy is to establish the image of corporate culture extension products, so that the company's products are more competitive in the market. In the current human ideology, if corporate products rely solely on self-selling and boasting to continuously gain the attention of consumers, it will even make consumers feel bored. Therefore, it must be combined with the current new ideology and science and technology. Shaping the strategy of corporate advertising design, adapting to the needs of the times, and creating personalized features of products, so as to be recognized in the fierce market competition.

The shaping of advertising culture strategy is an important form of expression that reflects the good image of a company. In the current market economy where product homogeneity is very serious, it is difficult to distinguish products in terms of performance, quality and quality, so good corporate culture strategy promotion is The key for a product to stand out. In the context of the new media era, although modern advertising design promotes its own corporate products, in general, it cannot directly introduce and promote products. It needs to extend and play product advertising through various forms of cultural expression. In other words, modern advertising design should rely on the relevant methods of the new media era to satisfy people's cognitive "intelligent desire", and strive to create a concept that products are at the forefront of fashion trends, leaving it to consumers Good impression of the audience. In the design of product advertisements, the image design is often larger than the information content. Creating a novel product image is an important design idea in the new media era, and it also needs to reflect the individual characteristics of the product.

3 THE PERFORMANCE CHARACTERISTICS OF ADVERTISING DESIGN CULTURAL STRATEGY UNDER THE BACKGROUND OF THE NEW MEDIA ERA

Advertising design has a variety of methods and methods. In the context of the new media era, advertising design needs to be manpowered from the effect, so that the advertising design of the product is more in line with the needs of product promotion and marketing. In the general corporate strategic culture, product advertisements and design publicity must adopt an all-one, multi-angle promotion model, and they must also be promoted through various channels. In the process of design and promotion, it is necessary not only to clarify the market positioning of the product, but also to use certain means to guide the promotion as a one-type, to understand the consumer preferences and consumer psychology of consumers. In addition, in the process of advertising design, attention should be paid to the dialectical relationship between effectiveness and quantity in advertising strategy. From the perspective of the main characteristics of the background of the new media era, if the picture of product design becomes more refined, consumers will The attention will be higher. If it can appear repeatedly through various channels within a period of time, it will continuously deepen the impression of the advertisement in the minds of consumers. Over time, consumers will trust the product more. The design idea is also a strategy for product advertising design strategy in the context of the new media era to win with quantity and win with less[1].

4 THE MAIN STRATEGY OF ADVERTISING AND DESIGN STRATEGY UNDER THE BACKGROUND OF THE NEW MEDIA ERA

The advertising and design strategy of an enterprise basically serves the production and operation of the enterprise and develops together with the market strategy of the enterprise. Combining the market positioning and development of the company to shape the design theme and advertising style of the company's products in a unified manner, only the company's products can better reflect the company's image under the guidance of a unified strategic thinking. Without a unified strategy to guide the design, it is very easy to produce a messy, inconsistent image effect. In the context of the new media era, an enterprise's advertising design strategy should include the following as one side:

First, before formulating the strategy, we must first determine the main aspects of the market strategy. We must clarify the company's product definition, the main objectives of advertising, and the elements of advertising from the actual situation of the company. Second, it is necessary to accurately position the product image of the company's products to create the correct image and personalized label for the company. Third, combining the above-mentioned two aspects, the company formulates an advertising design strategy's specific plan,

Perform related work according to the content of the planning book. The main steps are:

First, it is necessary to combine the content of the planning book to collect advertising materials, and at the same time to in-depth research on marketing strategies, consumer psychology, consumption data, traditional advertising data, etc. as one side of the content. Second, according to the plan and combined with the actual product situation of the company, several different advertising strategies are made as one case, and the advertising company will submit it to the manager of the subsidiary company for evaluation and selection after the production is completed. Third, according to the final evaluation results, make a detailed advertisement creation design plan and media selection plan, and use this to promote the advertisement to the market.

5 THE SPECIFIC APPLICATION ANALYSIS OF ADVERTISING AND DESIGN STRATEGIC ACTIVITIES UNDER THE BACKGROUND OF THE NEW MEDIA ERA

The promotion of enterprise products is inseparable from the cooperation of advertising, and marketing activities should be carried out simultaneously and simultaneously with advertising promotion, so as to achieve good market effects. In the market environment, marketing activities and advertising promotion activities cannot be achieved by scattered advertisements on one or two media. It is necessary to combine different platforms and different media to carry out unified advertising, and the two are interconnected and coordinated, so that they can be used in the consumer market. The formation of "continuous" and "serial" advertising and publicity forms gives consumers a refreshing and powerful feeling, and this kind of "one shot to hit" and one type of marketing and publicity requires prior scientific strategic deployment. Achievable.

In the current market competition, due to the increasingly prosperous commodity economy, the homogeneity between commodities and commodities is becoming more and more serious. In order to make the products of our own enterprises more competitive and able to stand out in the fierce market competition, So many companies have begun to develop differentiated advertising strategies based on the psychological skills of consumers. For example, the national big brand LV leather and cosmetics brand Dior are both women's products. These two companies have adopted careful strategies in their advertising design. The selection of models is carefully arranged. At the same time, it is centered on women's consumer psychology and market goals so that consumers can feel the charm of the product in their hearts, and the promotion and investment of a large number of advertisements makes female consumers feel strong The sense of generation. In this differentiated marketing method, one makes consumers feel vigorous, high-end and refined, and the other makes consumers feel quiet, elegant and dignified. This differentiated advertising culture strategy makes the product more in the minds of consumers. It has a sense of texture, and is good at applying familiar words in the process of publicity, and forms a popular advertising slogan, which makes people unknowingly have been influenced by product advertisements, making the product image more popular and corresponding It is a non-differentiated advertising strategy. This strategic idea has been gradually eliminated in the current commodity economy market. In the traditional propaganda process, this strategy is mainly "standardized" and "programmed" propaganda[2].

6 CONCLUSION

Under the background of the new media era, people have new requirements for product advertising design. Traditional product advertising design can no longer meet people's needs. It is necessary for companies to develop their own personalized advertising works according to the main functions of the product. So that consumers have a better impression and awareness of the product. In the process of corporate advertising design, it is necessary to use the form of advertising promotion to impress prospective consumers, so as to increase corporate benefits. In the current market economy environment, the formulation of advertising design strategy requires the use of creative design concepts and science and technology, through the various platforms of the current new media for advertising promotion, so as to develop a broader market for the company's products and realize the enterprise The business objectives of the company make the image of the company more deeply rooted, so as to meet the psychological and product needs of consumers, so that the company's product management and product services can develop and progress together, so that the company can win future market competition.

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Research on the Classification of Airport Operation Support Level Based on Regression Fitting Analysis

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Abstract:The airport passenger and cargo handling capacity is one of the important indicators on classification of airport operation and support level. This article established a regression model of airport flights and airport handling capacity by using the principle of least square method and the analysis on norm of residual, and by referring CAAC official regulations about the task division on ATC controllers of airport operation. It solved the problem on how to classify the handling capability of medium and small airports, and interpreted the operation characteristics on some airports. This can distribute training modules for medium and small airports reasonably in order to improve the whole teaching quality on airport operation training.

Keywords:airport operation, regression, least square method, airport flights, airport handling capacity.

INTRODUCTION

The airport handling capacity is depended on its operation support and the task division on ATC controllers[1]. According to the Order No.30 “Civil Aviation Air Traffic Management Regulations” from the Ministry of Transport of the People’s Republic of China in 2017, airports with an annual number of flights more than 36,000 should have arrival and departure ATC controllers; airports with more than 40,000 flights annually should have ground ATC controllers in aerodrome control tower; airports with annual flights more than 60,000 should have arrival ATC controllers and departure ATC controllers separately; airports with annual flights of more than 100,000 should have ATC clearance delivery controllers in aerodrome control tower[2]. In addition， airport flights are proportional to airport handling capacity. By using the fitting method, a regression model between airport flights and airport capacity could be established, key data could be found through airport ATC controller task division. This model can predict the airport future handling capacity, and classify the airport category. Those can be used as an important basis for training category classification.

1.HE REGRESSION BASED ON PRINCIPLE OF LEAST SQUARE METHOD

Generally, Simple linear relation can be expressed by slope intercept form equation $y = kx + b$. The slope-intercept equation is solved as two solutions in space[3]. When its data set $n > 2$, that is $(x_1, y_1), (x_2, y_2), (x_3, y_3), \ldots (x_n, y_n), n > 2$, the theoretically solved condition number exceeds the unknown number of the equation, there is no solution, so it is called an over-determined equation. In order to get the unique solution of each data sets, the data sets are substituted into theory equation $y = kx_i + b$, so the residual is $y_i - y = y_i - kx_i - b$ The solution with the minimum residual is the target regression equation[4], that is the least square equation:

$$\min f = \sum_{i=1}^{n} (y_i - kx_i - b)^2$$

When its fitting performance is not only a linear relationship, but also may be a quadratic relationship or even multi-order relationship, the partial derivative solution is needed. According to, Solving the minimum value of the equation, one way is to differentiate equations. It is the extremum where the derivative is zero, is also the maximum value for the parabola. there are two variable which need to be solved. The following equations are obtained by seeking partial derivatives:

$$\begin{cases} \dfrac{\partial f}{\partial k} = \sum_{i=1}^{n} \left[(y_i - kx_i - b) x_i \right] = 0 \\ \dfrac{\partial f}{\partial b} = \sum_{i=1}^{n} (y_i - kx_i - b) = 0 \end{cases}$$

Expand the above formula to get:

$$\begin{cases} \sum_{i=1}^{n} (xiyi) - k \sum_{i=1}^{n} x_i^{2} - b \sum_{i=1}^{n} x_i = 0 \\ \sum_{i=1}^{n} y_i - k \sum_{i=1}^{n} x_i - nb = 0 \end{cases}$$

Put:

$$A = \sum_{i=1}^{n} x_i^{2}, B = \sum_{i=1}^{n} x_i, C = \sum_{i=1}^{n} (x_i y_i), D = \sum_{i=1}^{n} y_i$$

$$\begin{cases} Ak + bB = C \\ Bk + nb = D \end{cases} \quad \begin{cases} k = \dfrac{\mathrm{Cn - BD}}{\mathrm{An - BB}} \\ b = \dfrac{\mathrm{AD - CB}}{\mathrm{An - BB}} \end{cases}$$

Substituting the data sets into obtain k and b values, the regression fitting equation will be gotten[5].

2.THE FITTING REGRESSION CURVE MODEL ON AIRPORT HANDLING CAPACITY

Using the least square method, the data comes from the Civil Aviation Bulletin-domestic airport handling capacity Through the regression calculation by MATLAB software, we perform a regression analysis by taking the airport flights as the abscissa and passenger number as the ordinate. The following figure 1 shows each regression fitting results of various powers:

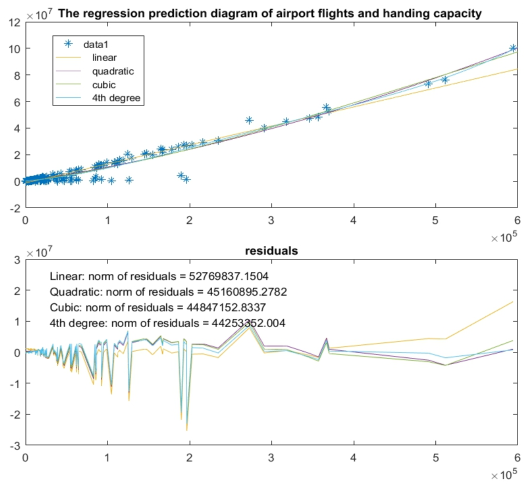

Figure 1 Airport flights regression model and residual analysis

In Figure 1 above, the blue * points in are data points in each airport, the colored lines are the fitting lines of various powers, including linear, one-dimensional quadratic, cubic, and quartic fitting. We can notice very clearly that those fitting curves are similar in their basic changes. In the multidimensional relationship, even if the number of powers increases, the data fit and residual value are basically not greatly improved. Therefore, while choosing the power number of the regression model, we refer to the less residual modulus, and align with actual operation to remove outliers. Finally, we choose the quadratic (purple fitting line) and linear curve (yellow) as the calculation model.

Why choose two lines, Figure 2 can show us. The linear line and the quadratic curve have matching places in most airport data points. In the first half of Figure 2, the relationship between airport flights number and airport handling capacity are linear . But in the second half of Figure 2, they are more according with quadratic curve.

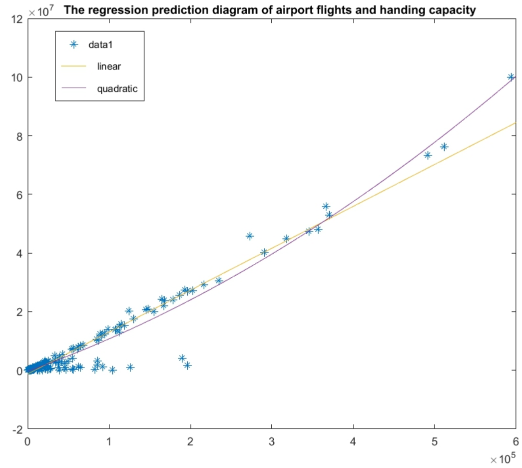

Figure 2 Linear and quadratic fitting curves

The formula for fitting quadratic coefficient is $y = p_1 * x^2 + p_2 * x + p_3$,

Coefficient $p_1 = 0.00011526$

$p_2 = 98.577; \quad p_3 = -2.976e+05$.

The linear coefficient formula is $y = p_1 * x + p_2$,

Coefficient: $p_1 = 142.96; \quad p_2 = -1.2593e+06$.

Use the find function to find the cross point of the two lines $x0 = 353111$, $y0 = 48882462$.

In order to be more in accordance with the ATC task division standards of CAAC, we set the dividing point as 360,000 flights. The model is:

$$\begin{cases} y = 142.96x - 1.2593e+06(x < 360000) \\ y = 0.00011526x^2 + 98.577x - 2.976e+05(x \geq 360000) \end{cases}$$

3.THE SIFTING AND ANALYZING ON THE REGRESSION MODEL OUTLIERS.

From the residual modulus and the fitting situation in Figure, we can notice that some airport are relatively abnormal on or off the fitting line. As Figure 3 shows, we sift out the abnormal situation with large fluctuation by comparing the residual line graph. The red circle represents airports with high handling capacity, and the green circle represents low ones. According to their number of flights, we numbered those airports from large to small. And green circles usually appear when transport volume is low.

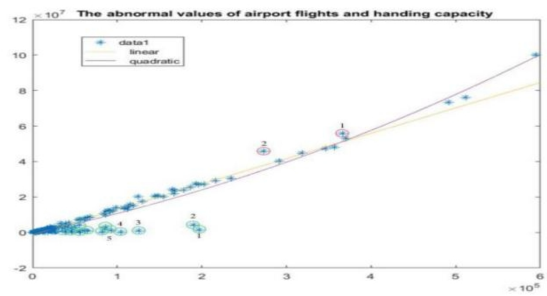

Figure 3 Outliers sifting graph in airport handling capacity

Firstly, Let's take look at the airport situation which has outliers, two airports with red circles, their information is shown in Table 1.

Table 1 Table of airport handling capacity corresponding to outliers above fitting curve

Order Number	airport	Handling capacity			Flights		
		This year	Last year	Growth %	This year	Last year	Growth %
1	Chengdu/Shuangliu	55,858,552	52,950,529	5.5	366,887	352,124	4.2
2	Shanghai/Hongqiao	45,637,882	43,628,004	4.6	272,928	266,790	2.3

The two airports both show that, there are more large-sized-aircraft flights in those airports, and the transport volume and passenger capacity of each flight are significantly increased compared with those small and medium-sized airplanes, the typical aircraft types in those airports are B747, B777, A330, A380, etc. Thus, it is necessary to add large-sized airplanes ATC operation content in training and support.

There are 16 specific airports with outliers in green circle, the information is shown in Table 2.

By analyzing those 16 airports and sorting their flights number in descending order, we found that these airports carry out not only passenger and cargo flight, but also general aviation flight, especially training flight. The more the proportion of general aviation flights is, the more obvious the outliers of airport handling capacity are. Because in those airports, flights number is large but passenger and cargo volume is extremely small. This situation is accord with the actual operation. Therefore, we should notice this situation which training flight and transport flight exist bothly when we differentiate training needs for those airports.

Table 2 Table of airport handling capacity corresponding to outliers below fitting curve

Order Number	Airport	Handling capacity	Flights	Order Number	Airport	Handling capacity	Flights
1	Luoyang/Beijiao	1,537,355	196,542	9	Handan	970,700	64,904
2	Mianyang/Nanjiao	4,159,370	189,897	10	Nanyang/Jiangying	1,177,895	62,205
3	Rizhao/Shanzihe	1,017,891	126,020	11	Bole/Alashankou	303,664	56,156
4	Chaoyang	157,973	104,750	12	Guangyuan/Panlong	491,287	54,936
5	Changde/Taohuayuan	1,106,061	92,522	13	Zhongwei/Shapotou	265,650	46,968
6	Yichang/Sanxia	3,263,912	86,190	14	Dongying/Shengli	880,145	45,718
7	Xiangyang/Liuji	1,899,458	85,596	15	Fuyun/Keketuohai	65,107	39,086
8	Wuzhou/Xijiang	226,410	82,793	16	Wulanhaote/Yilelite	845,020	38,129

4.THE CLASSIFICATION OF AIRPORT OPERATION SUPPORT LEVEL AND ANALYSIS ON ITS HANDLING CAPACITY.

As the transport volume regression model was established, according to the regulated annual flight number by CAAC， we can calculate the transport volume through the model, which is shown in Table 3. In order to divide conveniently, we take the approximate transport volume as the division data point. Thus, 239 domestic airports are divided into six categories, and the security and training courses are carried out according to the operation requirements, as shown in Table 4 following.

Table 3 Corresponding table of forecast transport volume and Airport

Annual flights	Daily flights	Predicting volume	Approximate volume	Airport with critical value of volume corresponding Predicting volume
<18000	<50			Small airport
18000	50	1296700	1300000	Datong/Yungang
36000	100	3852700	3800000	Changzhou/Benniu
72000	200	8964700	9000000	Yantai/Penglai
108000	300	14076700	14000000	Taiyuan/Wusu
180000	500	24300700	24000000	Haikou/Meilan
>180000	>500			

Table 4 table of Operation Support Classification and demand in domestic Airports

Flight number range	Airport number	Additional requirement for operation support
>500	17	Operation for super large hub airport
300~500	12	setting the ATC clearance delivery position
200~300	10	Setting the arrival ATC position and departure ATC position separately
100~200	11	Setting the arrival and departure ATC position and ground ATC position
50~100	44	Operation for small and medium Airports
<50	145	Small airport
Special large airport	2	Operation for Large-sized transport airplanes
Special general Airport	16	Training flight and general flight

5.CONCLUSION

In this paper, by analyzing a large number of airport passenger and cargo transport volume and airport handling capacity data, the regression model on airport handling capacity and airport flight number is completed in the form of least square method and data comparison. As the relationship between the number of flights and the ATC position setting is clearly regulated by the CAAC documents, we can precisely classify the complexity level about airport operation support by the model. At the same time, we classify and analyze airports which are outside the conventional line of the model, we also summarize comprehensively the operating characteristics consistent with the actual situation so that we can provide special training for the special airport. In the future, the analysis on the complexity of airport operation support capability can refer to more elements, such as terminal building, runway, airspace restrictions and so on. By then, we can provide airport support level classification with higher accuracy and more information.

ACKNOWLEDGEMENT

This paper is supported by the Civil Aviation Safety Capacity Building Project: Construction of Training System for Air Traffic Controllers in Small and Medium-sized Airports of Civil Aviation Based on Security Complexity

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On English Teaching Modes in Higher Vocational Colleges from the Perspective of Project

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Abstract: Project based English teaching, characterized by comprehensiveness, practicality and autonomy, has become a new and more optimized English teaching mode in Higher Vocational English teaching. Based on the analysis of the problems existing in traditional English teaching, this paper discusses the advantages of project-based English teaching, implementation steps, problems and strategies in the implementation process.
Keywords: project oriented; higher vocational education; English teaching; problems; thinking

1.ADVANTAGES OF PROJECT BASED ENGLISH TEACHING

The traditional English teaching mode is teacher centered, with teachers dictating and writing on the blackboard, and students listening and taking notes. [1] The teacher's teaching method is basically "cramming" teaching. Project based English teaching focuses on the cultivation of students' ability system instead of knowledge system

（1） Students' language skills have been improved, especially their listening and speaking ability

Project based English teaching creates opportunities for language input, language output and explicit attention to language related features. When students participate in project-based English teaching, they can make meaningful language input and output. From the beginning to the end of project-based English teaching, students can use listening, speaking, reading and writing skills to complete the project tasks.

（2） Project based English teaching has changed students' language learning objectives

Through project-based English teaching, students begin to realize that the purpose of learning English is to communicate and use, not just to pass the exam. In the project, students do a lot of oral exercises in role play and project tasks, and can deal with real life problems in English, such as job interview.

2.STEPS OF PROJECT BASED ENGLISH TEACHING

Project based English teaching is connected with the tasks of students' future work. Students can acquire and apply knowledge in the project, so as to effectively develop language skills, learning skills, cooperative ability and work skills. Generally speaking, project-based English teaching should follow five steps

（1） Students and teachers agree on project themes

The topic teachers choose for project-based English teaching should be one that can arouse students' interest and connect learners' activities with teaching content. The topic should be broad enough to allow students to make a choice within the subject range of the course, and have space to investigate their own problems and interests. [2]

（2） Students and teachers set up projects

After the theme is determined, students and teachers make a project plan to guide students from the beginning of the project to the completion of the project. According to the project learning framework, each group develops a more detailed project plan. The project plan includes team members, project themes, project plans to complete tasks, project objectives, information to be collected, project task schedule and task division, project final results, demonstration forms, etc. Each group needs to submit suggestions to the teacher. The teacher gives suggestions to the students on the rationality and feasibility of the project plan. After discussion, the students modify and finally determine the group project proposal.

（3） Project work for students

Before the implementation of the project, teachers ask each team to clarify the objectives, basic steps and schedule of the project tasks. In the process of project work, students complete project tasks independently. Team members prepare according to the project plan and their respective tasks. In the process of project implementation, they should report to teachers regularly and get necessary guidance. [3] The project work procedure includes establishing the project learning framework, completing the project plan, collecting English materials, displaying the final project works and evaluating their project work. At the same time, teachers should give guidance, supervision and assistance in the process of project implementation.

（4） Students show the final product

The formation of project achievements is an important feature of project-based English teaching which is different from traditional teaching. After the completion of the project task, students form their own works according to the previous materials. Considering the requirements of listening and speaking oriented higher vocational English teaching, project results can be presented in the form of role play. Students can use the comprehensive skills of English listening, speaking, reading, writing and translation, especially listening and speaking ability. Each project group needs to form a script and role play. The form of role play must be consistent with the objectives of the project theme and project plan.

（5） Students and teachers evaluate the project

At this stage, students should think about the language they have mastered and the topics they have acquired in the project. Teachers provide students with feedback on language and content learning. In the aspect of project work evaluation, teachers should focus on project implementation evaluation and project achievement evaluation. Students and teachers need to summarize the project work separately. Students need to fill in the project summary form to summarize the contents, including whether their language, content, attitude and skills have improved. Teachers fill in the project teaching summary record form, including the completion of teaching objectives, students' language development, content, attitude, skills, advantages, problems and improvement of project-based English teaching method. Finally, teachers and students discuss together to make a comprehensive summary of the completion of the project work, and discuss how to improve the effect of project-based English teaching.

3.IMPLEMENTATION STRATEGIES OF PROJECT BASED ENGLISH TEACHING

In order to ensure that the advantages of project-based English teaching can be brought into play and achieve the expected teaching objectives, some practical strategies need to be adopted. Generally speaking, the strategies used in the implementation of project-based English teaching are as follows:

（1） Teachers play their roles well

In project-based English teaching, the teacher's role should be changed from the leader to the assistant in the classroom, and the student's role should be changed from the knowledge receiver to the knowledge explorer. In the process of project-based English teaching, students need to communicate in English in the whole process, so it is a great challenge for students in higher vocational colleges. Therefore, on the one hand, teachers need to carry out scientific design in all aspects of teaching, guide students to conduct independent research on problems with inquiry method, let students actively interact and exchange, and finally find the answer to the problem. On the other hand, in the process of project-based English teaching, teachers need to guide students, help students and cultivate their English thinking ability.

（2） Effective use of students' group learning

In the process of students' group learning, teachers should provide appropriate assistance to guide students' autonomous learning and team assistance. Teachers should try not to interfere with students' group discussion. For example, in the process of grammar learning, teachers can let students work together according to the characteristics of different grammar. Through division of assignment and cooperation, the team members exchange and share their learning experience, and finally each student has a more comprehensive understanding of the grammar point. [4] If the students are missing or incomplete, teachers need to supplement and comment. Through group learning, students can not only improve their autonomous learning ability, but also cultivate their team spirit.

（3） Focus on training students' English expression ability

Good oral English expression ability is very important for students' English learning in class, and it is also very helpful for students in practical work and real life. Therefore, in order to improve the students' English application ability in higher vocational colleges, teachers need to design teaching situations in line with the students' real life and work, guide students to use their English knowledge for oral practice, and gradually improve their English application ability.

4.CONCLUSION

Different English teaching modes can be used in Higher Vocational English teaching, and have achieved certain results in the actual teaching. However, in order to improve students' listening and speaking ability in higher vocational colleges, project-based English teaching is more effective. In order to make project-based English teaching play a greater role in Higher Vocational English teaching, teachers should study and research in this field, not only to understand the advantages of project-based English teaching, but also to pay attention to the problems that may exist in the process of project-based English teaching and the strategies to solve these problems. Only in this way can project-based English teaching rise to a higher level.

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Application and Practice of Training Mode of "Promoting Teaching and Learning with Competition" in Furniture Product Design Course

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Abstract: At present, the training mode of "promoting teaching and learning with competition" is mainly applied in the course of furniture product design by driving classroom teaching with design competition, undertaking domestic furniture design competition and introducing enterprise design projects into classroom teaching. This kind of teaching method can improve the design level of students to a certain extent. However, at this stage, this kind of teaching method has some problems, such as teachers' ability is low; the infrastructure is imperfect, and students have not formed the consciousness of "promoting teaching and learning with competition". This paper analyzes the application and existing problems of the current training mode of "promoting teaching and learning with competition" in the course of furniture product design, and explores its future development direction, so as to promote the further development of the training mode of "promoting teaching and learning with competition".

Keywords: "promoting teaching and learning with competition"; furniture product design course; application and practice

1.INTRODUCTION

Furniture product design is a very practical course, but under the influence of traditional Chinese education mode, most schools focus on the theoretical knowledge education for students and ignore the important role of practical education, which is extremely unfavorable for improving the design level of students. In the new era, with the rapid development of economy, the social demand for application-oriented talents surges, which makes the school must take improving the level of students' furniture design as the main goal. "Promoting teaching and learning with competition" mode helps students to contact more excellent works in the competition process, find their own shortcomings in the mutual exchange, and then constantly improve their design level, so this training mode has been widely used in home product design courses.

2. APPLICATION OF TRAINING MODE OF "PROMOTING TEACHING AND LEARNING WITH COMPETITION" IN FURNITURE PRODUCT DESIGN COURSE

2.1 Driving classroom teaching with design competition

Design competition driven classroom teaching refers to "the design competition, as the carrier of classroom education, is applied in the teacher's studio and student design room through the competition to improve students' mastery of professional knowledge and furniture design level. In the course of furniture design, the school encourages students to participate in all kinds of competitions, such as the competitions organized by China Furniture Association or the school. By participating in these competitions, students can deepen their understanding of professional knowledge, stimulate their self-improvement and thirst for knowledge, and further enhance their professional level and interest in professional design.

2.2 Undertaking domestic furniture design competition

Undertaking the domestic furniture design competition is one of the performances of the school applying the training mode of "promoting teaching and learning with competition" to the furniture product design course. First of all, the school actively strives for the naming right of all kinds of large-scale competitions in China. Having the right to name all kinds of large domestic furniture design competitions can enhance students' sense of honor and stimulate their enthusiasm to participate in the competition. Secondly, the school strives for the right to hold all kinds of large-scale furniture design competitions. Compared with encouraging students to participate in major competitions, hosting various large-scale furniture design competitions on campus can stimulate students' interest in learning, encourage students to actively participate in design competitions, and constantly receive new knowledge and new design elements in the competition process, so as to improve their own design level and the professionalism of design works.

2.3 Introducing enterprise design project into classroom teaching

One of the performances of introducing the training mode of "promoting teaching and learning with competition" into the furniture product design course is to introduce the enterprise design project into the classroom teaching. First of all, the school teachers will explain the enterprise design project as a case in the teaching process. Compared with the application of teaching materials for knowledge explanation, enterprise design projects are more in line with the current market demand. Explaining it as a case can help students master the latest design, master the design trend, and then improve their social adaptability. Secondly, the school actively promotes the design ability of students majoring in furniture design through school enterprise joint training. It is helpful for students to contact with social work earlier, grasp the trend of furniture design, and then actively improve their design ideas on the basis of understanding the relevant trends. [1]

3. PROBLEMS EXISTING IN THE APPLICATION OF "PROMOTING TEACHING AND LEARNING WITH COMPETITION" TRAINING MODE IN FURNITURE PRODUCT DESIGN COURSE

3.1 The teaching staff of "promoting teaching and learning with competition" is weak

In the course of furniture product design, the school carries out the training mode of "promoting teaching and learning with competition", which has the problem of weak teachers. It is mainly reflected in the following aspects. First of all, the teachers of furniture product design major have a high level of knowledge and theory, but the practical basis is relatively weak, so it is difficult to effectively improve the students' design level through classroom education. Secondly, many furniture product design professional teachers are "conservative". Their professional knowledge only adapt to the past society, so it is difficult to grasp the development of art design at this stage, which is not conducive to students to keep pace with the times, and understand the latest furniture design trend.

3.2 The infrastructure of the model of "promoting teaching and learning with competition" is not perfect

The imperfect infrastructure is one of the main problems in the training mode of "promoting teaching and learning with competition". First of all, the school needs to provide professional design venues when undertaking major domestic furniture design competitions, so as to show the authority of such competitions and the school's attention to holding competitions. However, at this stage, many schools are lack of professional places to hold large-scale furniture product design competitions, which is not conducive to enhancing students' attention to the mode of "promoting teaching and learning with competition". [2] Secondly, if schools want to improve students' professional design level through competition activities, they need to provide students with professional studios. However, due to funding and other reasons, few schools can provide students with professional studios.

3.3 The students have not formed the consciousness of "promoting teaching and learning with competition"

One of the problems existing in the corresponding training mode is that students majoring in furniture product design have not formed the consciousness of "promoting teaching and learning with competition". First of all, although the teacher introduces enterprise design projects in the process of classroom teaching and explains these projects, the students have not fully realized the importance of enterprise design projects in the process of learning. They only cooperate with the teacher's teaching content, which is not conducive to the students' active learning of the current popular design elements. Secondly, when the school carries out the training mode of "promoting teaching and learning with competition", it does not achieve the interaction with students, and does not strengthen students' understanding of the training mode of "promoting teaching and learning with competition", which is not conducive to the formation of students' awareness of "promoting teaching and learning with competition".

4. THE DEVELOPMENT DIRECTION OF THE TRAINING MODE OF "PROMOTING TEACHING AND LEARNING WITH COMPETITION" IN THE COURSE OF FURNITURE PRODUCT DESIGN

4.1 To strengthen the teaching staff of the training mode of "promoting teaching and learning with competition"

If the school wants to promote the development of the training mode of "promoting teaching and learning with competition" in the course of furniture product design, it must strengthen the professional teachers. First of all, the school should strengthen the training of its professional teachers. The school can help teachers to contact the latest design concepts by employing professional designers or arranging regular teacher training, so as to improve the design level of professional teachers. Secondly, colleges and universities should employ a group of professionals with high design level. Furniture product design major keeps pace with the times, and its practicality is very strong. Only by employing high-level professionals can we effectively improve the design level of students, and then help students better move towards the society. [3]

4.2 To improve the infrastructure of the training mode of "promoting teaching and learning with competition"

Improving the infrastructure of the training mode of "promoting teaching and learning by competition" is an important measure to promote the development of the mode in furniture product design major. First of all, colleges and universities should provide professional places for holding all kinds of large-scale furniture design competitions. Only on the basis of providing professional places can we effectively enhance students' attention to all kinds of competition activities, and then actively participate in the competition to achieve the teaching objectives of the school. Secondly, the school should provide students with professional design studio. The school needs to enhance the attention of students majoring in furniture product design, provide financial support for the development of the major, and improve the infrastructure construction.

4.3 To enhance students' cognition of the mode of "promoting teaching and learning with competition"

The school should promote the development of the mode in furniture product design major by improving students' cognition of the mode of "promoting teaching and learning with competition". First of all, the school should strengthen the communication with students, and help students realize the importance of the training mode of "promoting teaching and learning with competition". Schools can publicize relevant knowledge through broadcasting and pushing official account contents to students, thus enhancing their understanding of this mode. Secondly, teachers should strengthen the interaction with students in the process of classroom teaching, and help students fully master the enterprise design project through the form of interaction. [4]

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The Power of Aesthetic Education in Animation-- Taking Song of the Sea as an Example

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Abstract: The concept of aesthetic education was proposed by Schiller after Alexander Gottlieb Baumgarten established the subject system of aesthetics in the 1750s. Aesthetic education can not only cultivate students' aesthetic ability, but also shape their outlook on life and values. Animation, as a comprehensive artistic form of arts, music and literature, is important for students' aesthetic education. With Schiller's On the Aesthetic Education of Man as the methodology, this paper explores the power of aesthetic education in animation arts using Song of the Sea as an example, with the aim of providing some new thoughts and insights for contemporary aesthetic education.
Keywords: aesthetic education, animation, Song of the Sea

I. AESTHETIC EDUCATION VALUE OF THE SONG OF THE SEA

1. Unique Visual Art Style

Adapted from an Irish folktale, Song of the Sea is an animated film that told a fairy tale about the lost and pursuit of a seal fairy. It is a successful two-dimensional animation which stood out from many animations because of its unique beauty of Irish traditional arts. In the art design of Song of the Sea, the animation scenes, characters, and props were arranged flat without perspective. The traditional Irish decorative elements appeared repeatedly in the picture, full of geometric forms and intensive charm of picture books. In the era where three-dimensional commercial blockbusters are hot, Song of the Sea, with its unique Irish art style and picture book-like fresh and elegant pictures, conquered the hearts of countless audiences.

2. Theme and National Culture

Myth has long been a major source of inspiration for creating animations. It contains the cultural essence of a nation and even of a country. The story of Song of the Sea comes from an Irish legend of a seal fairy. On the premise of retaining the spiritual core of traditional myth, the animated film transformed the myth resources into modern elements and re-expressed Celtic culture in modern language. The theme of the film was divided into two layers. On the one hand, the creator aroused audience's awareness of protecting the seal and the marine environmental through the story of a seal fairy and emphasized the theme of harmonious coexistence of human and nature through the narration of the film. On the other hand, the creator unfolded a theme of self-growth and reconciliation. In the animation, every character grew up, and they reconciled with the original contradictions in their hearts as the plot proceeded. Combining with plot development and through deep shaping of characters, the creator revealed the theme of self-growth and reconciliation. In terms of national culture, Song of the Sea was well integrated with the essence of Irish culture. In the form of animation, the film reproduced the mythological world of pastoral songs in ancient Ireland, so as to preserve the national culture and spread it to the world[1].

II. THE VALUE EMBODIMENT OF SONG OF THE SEA IN AESTHETIC EDUCATION

1. The Aesthetic Education Concept of "People-Oriented[2]"

The aesthetic education thought of Schiller is based on his humanistic philosophy which focuses on the alienation of human beings. Humanism is a principle that Schiller always follows. On the basis of the reality of human beings, the purpose of Schiller's aesthetic education thought is to perfect individuals through the cultivation of aesthetic perception and to unify the objective and subjective individual through aesthetic education, so that what an individual wants to be conforms to what he/she should be.

Through analyzing the animation Song of the Sea from different perspectives, audiences can learn knowledge from different fields and have different understandings of the works. At the same time, the characters with different personalities can stimulate independent thinking among young audiences, which may help them develop into a perfect person. Song of the Sea is an animated film adapted from a picture book. In the process of animation production, in addition to the beautiful soundtrack and the decorative art modeling full of the design sense, the production team also adhered to using the traditional two-dimensional animation production method, and took care of the feelings of children, teenagers and other aesthetic education subjects in the selection of audio-visual languages. For example, the lens switching and connection in this animation are very simple, without too many complicated perspective or long shots, suitable for all ages. All these details reflected Schiller's aesthetic education concept of "people-oriented" in On the Aesthetic Education of Man.

2. The Aesthetic Education Attitude of Virtue Harmony

In On the Aesthetic Education of Man, Schiller is dedicated to integrating aesthetic and spiritual salvation. This book revealed the possibility of beauty and goodness combination. Natural persons are unilaterally constrained by material and reason, and they can't directly become moral persons. Aesthetic education is a type of free education. It will become a solid bridge for natural persons to become moral persons. From the perspective of Schiller, the moral principle, as a principle of freedom and pleasure, embodies human rationality in essence, but in practice, it can never be separated from human sensibility. Therefore, when natural persons move towards freedom through aesthetic education, they also enter the kingdom of ethics and morality from a state of nature. Therefore, in Schiller's view, morality is, in essence, not a tool of bondage.

Basically, each country has a strict censorship system in place for animation films, so there will not be a very big deviation in values, which is the prerequisite for the harmony of virtues in animation films. In the animation Song of the Sea, except the aesthetic concept of art design, it also embodies the function of "virtue harmony" in aesthetic education through plot setting and characterization. For instance, Saoirse, the lovely seal sister, was still willing to undertake her responsibility even though she was influenced by this identity and almost lost her life. For another example, Macha, the evil witch, was not purely evil. Her viciousness came from her deep love for her son Mac.Ur and her incorrect handling of emotions. Her son was in pain because of something sad. Macha loved her son so much that she took away his sadness with a glass bottle. Then her son became a stone standing on the beach. Macha had been avoiding her emotions and so-called negative energy, but at the end of the film, with the help of Ben and Saoirse, she reconciled with herself and faced her emotions. Through the gorgeous visual effect, vivid role performance and attractive plot, the animation aroused students' thinking, so as to achieve the aesthetic education effect of virtue harmony.

3. The Aesthetic Education Purpose of "Complete Person"

The theme of “complete person” is the ultimate goal of Schiller's aesthetic education. Schiller believes that everyone has childhood and adulthood, and every human being needs to go through childhood, to enter adulthood, and to further move towards a higher and more mature period. Human beings retain their natural qualities in childhood, with few factitious traces. At that period, man was integrated with nature, as a whole. Just like the Greeks in his mind, Schiller believes that everyone is a complete individual. Existing deficiencies of an individual can be repaired by aesthetic education, and through aesthetic education, human integrity can be restored to a higher degree.

Song of the Sea, as a film with universal values, on the one hand, conveys the concept of environmental protection and harmonious coexistence between human and animals through pictures and stories, which can arouse students' reflection about harmonious coexistence between human and nature. On the other hand, the rich personalities of characters allow students of different ages to have more contemplation in different dimensions through the development of roles in the film. For example, the characters in the film comprised three generations, and each character had a different understanding of the same thing. As a young man, Mac.Ur was deeply in grief when he faced bad things, whereas his mother, Macha, blocked her feelings. When it came to the little boy Ben, he thought that people should face the sadness and face up to their emotions. Therefore, students can understand the attitudes of people of different ages towards the same thing through characters of different ages in the film, so as to achieve the purpose of looking at a problem comprehensively. Students' thinking behavior after watching the film reflected the aesthetic education purpose of "complete person" proposed by Schiller.

4. Aesthetic Education Method of "Game as the Bridge"

"Game" is an important concept in Schiller's On the Aesthetic Education of Man, as well as the related "game impulse". According to Schiller, when emotional and rational impulses dominate a person, the person is not free. He/she is forced either by material or by reason. Only when the emotional impulse and rational impulse are integrated into the game impulse and only in the state of game impulse can a person break the bondage and compulsion brought by the emotional and rational impulses. In other words, only when the two impulses are coordinated in an individual to develop harmoniously can the individual achieve his/her own perfection.

As a studio art, animation itself implies the meaning of interaction, while interactivity is also the most important point in the game. After the creator shows the film through audio-visual language, the audiences, as a role, participate in film watching. They complete the interactivity of the film through the audio-visual language and their film watching behavior[3]. When a film has interactivity, it has the foundation of a game. In the film Song of the Sea, the characters and scenes were mostly flat, and the characters were mostly positive. When the characters spoke or performed, they would give the audience a sense of interaction which enabled the audiences to predict the plot of the film. This interactivity can stimulate the imagination and creativity of teenagers, strike harmony between the audience's sensibility and rationality, and enable the audiences to have a kind of spiritual freedom and behavior freedom in the process of watching the film, so as to achieve the purpose of aesthetic education.

III. CONCLUSION

Aesthetic education, an indispensable means of human development, will not be out of date in any era. Song of the Sea, as a representative animated film, gives people aesthetic enjoyment from vision, hearing, and spirit and through external art style and internal cultural connotation. In the process of animation watching, students can feel the beauty of art and humanity[4]. They can improve their aesthetic ability imperceptibly from the pursuit of superficial beauty to the pursuit of deep beauty, in which the purpose of aesthetic education is achieved. Compared with other forms of art, animation, with its great power of aesthetic education, can not only comprehensively cultivate students' aesthetic taste but also improve their aesthetic style.

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Research on the Long-term Mechanism of School—Enterprise Cooperation of Vocational Education in China

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Abstract: With the continuous improvement of the demand for technical talents in today's society, "school-enterprise cooperation" has become the main development path of vocational education in China. To ensure its deep-seated and long-term characteristics has become the most concerned area in the development of vocational education, and to create a set of practical long-term mechanism of school-enterprise cooperation in vocational education has become the focus. Based on the analysis of the significance of our vocational education in-depth school-enterprise cooperation, this paper draws on the experience of foreign vocational education, deeply analyzes the bottleneck of our school enterprise cooperation, and takes it as the construction of long-term mechanism from three aspects: establishing service society as the cornerstone of school enterprise cooperation, strengthening the effectiveness of "bring in" and highlighting the importance of "going out" .

Keywords: vocational education; school-enterprise cooperation; long term mechanism;

1.INTRODUCTION

With the full implementation of "school-enterprise cooperation" in vocational education in China, it is very important to establish a comprehensive and systematic long-term mechanism of "school-enterprise cooperation". The reason is that the long-term mechanism can ensure the long-term effectiveness of school-enterprise cooperation, and can fully tap the role of schools and enterprises in the training of technical talents. Therefore, how to build this mechanism has become a problem that every vocational education worker must focus on. This paper takes this as the topic to carry out in-depth research and exploration, hoping to bring some enlightenment to the majority of vocational education workers.

2. THE REQUIREMENTS OF DEEPENING SCHOOL ENTERPRISE COOPERATION IN VOCATIONAL EDUCATION IN CHINA

2.1 "Double qualifications" has become the trend of vocational education

Since the outbreak of the financial crisis, employment has become an important indicator to measure the level of higher education. In the face of the accelerating process of social development and the increasing demand for technical talents, "school-enterprise cooperation" has become the main way out for the development of vocational education. School enterprise cooperation not only makes the teaching subject have strong professional teaching ability, but also requires the ability to guide students to carry out professional practice to improve. Therefore, the requirements of vocational education for teachers must be changed from "single qualification" to "double qualifications", which can provide the most basic guarantee for technical talents to stand firm in today's social development trend, and also put forward new challenges for teachers in vocational colleges. [1]

2.2 "Market" is the touchstone of personnel training

Through the analysis of the market's overall demand for talents, it is not difficult to see that qualified talents should not only have strong professional theoretical knowledge and professional practical ability, but also have certain professional innovation ability and forward-looking judgment of industry development trend. On the one hand, the requirements of the education department always lag behind the requirements of the market. On the other hand, the quality and time of completing the personnel training program in vocational colleges are not enough. Relying on the strength of vocational colleges can only lead to the widening gap between the trained talents and the market, which eventually leads to the problems of the personnel training in vocational colleges. The talents raised are not suitable for the market demand. However, in-depth school enterprise cooperation has obviously formed an organic whole between the school and the employing units, closely linked with each other's fate. The talents cultivated by vocational colleges have become the main channel of talent supply for enterprises, and the employing units can also greatly improve the time cost and efficiency cost, and improve the quality and efficiency.

3. THE WAY TO BUILD A LONG-TERM MECHANISM OF DEEPENING SCHOOL ENTERPRISE COOPERATION IN CHINA'S VOCATIONAL EDUCATION

3.1 Serving the society is the cornerstone of school enterprise cooperation

The so-called "cooperation" refers to that in a fair, just and open state, they define and fulfill their responsibilities and obligations with each other, and finally develop in the direction expected by both sides and even multiple parties, so as to achieve their respective expected goals. Whether it is vocational colleges or enterprises, the first prerequisite is to serve the society and meet the needs of social development. Only when enterprises meet the needs of social development can they make profits and provide better services for the society. Vocational education in-depth construction of school-enterprise cooperation is to ensure the survival of the long-term mechanism. Therefore, the concept of cooperation must be deepened from two aspects: first, the goal of school enterprise cooperation should be sustainable. In the context of the development of vocational education, the fundamental support of school enterprise cooperation to achieve "win-win" lies in sustainable development, because only by maintaining the trend of sustainable development, can we ensure that talent cultivation and talent supply always meet the development trend of the times, and ultimately its long-term nature can be met. Second, the establishment of long-term school enterprise cooperation should improve the information exchange and sharing mechanism. In school enterprise cooperation, the core factor is to clarify the responsibilities and obligations between vocational colleges and enterprises. The responsibility and obligation of cooperation should be highly clear. Among them, the responsibility refers to the necessary promise, and the obligation is to complete the job. Vocational colleges rely on the cultivation quality of students for development, and enterprises rely on a high degree of market sensitivity to understand and meet the market demand. Only by relying on the basic link of integrity, can both sides come together and go further. [2] The most important guarantee for win-win cooperation between school and enterprise is to make these two aspects clear.

3.2 Strengthening the effectiveness of "bringing in" strategy

"Bringing in" is to fully tap the industry related resources and bring the off campus resources into the school personnel training system, including cooperative enterprises, cooperative industries, as well as the needs of the government and society, so as to better ensure the depth and breadth of school enterprise cooperation and provide guarantee for the long-term effectiveness of school enterprise cooperation. By learning from Singapore's "teaching factory" mode and South Korea's "customer-oriented customization" training mode, combined with China's actual situation, we should grasp two key points in the process of introducing enterprise talents into vocational teaching. First, the part-time teachers introduced must be excellent staff, and the middle-level management cadres are the most suitable. On the one hand, they have a strong professional quality and a high level of professional knowledge and skills. On the other hand, they have a strong management level and a deep grasp of the market sensitivity and social needs of their products. They not only play an important role in the education and teaching work, but also play an important role in the professional training of teachers, so as to provide a strong guarantee for enterprises to cultivate more technical talents in line with the employment standards. Second, actively striving for government support is a must. In 2018, the Ministry of Education issued the measures for promoting school enterprise cooperation in vocational schools; in 2019, the Sichuan Provincial Department of Education and other six departments issued the notice on measures for promoting school enterprise cooperation in vocational schools in Sichuan Province; in 2020, the Sichuan Provincial People's Government issued the *Implementation Plan For Vocational Education Reform in Sichuan Province*. Among these important documents, the state's support for school enterprise cooperation is demonstrated. For example, the paper proposes to raise funds through multiple channels to support the integration of industry and education, and to encourage and support enterprises to set up student internship, apprenticeship training and teacher practice posts; local governments and departments should encourage and support regional vocational schools to form Industrial Education Alliance (or group, below) with backbone enterprises. Therefore, vocational colleges should actively strive for the preferential policies of the government in the "school-enterprise cooperation" to ensure that high-quality resources can enter the vocational colleges and participate in all-round personnel training activities. [3]

3.3 Highlighting the importance of "going out" strategy

In the process of building a long-term mechanism of "school-enterprise cooperation" in vocational education, vocational colleges should not only put the cooperation route of "bringing in" in an important position, but also highlight the importance of "going out". Whether it is the CBE and "work study alternation" talent training mode in the United States, or the CBE and work study combination mode in Canada, or the "apprenticeship training center" training mode in France, it is to further narrow the gap between the students trained by vocational colleges and the actual employment demand of enterprises. From the perspective of the development of vocational colleges, it is important to start from the following two aspects: first, professional teachers should "go out". The core competitiveness of vocational colleges is the competition of teachers. The cognition of vocational teachers to the industry determines the students' cognition level of the industry. The best way to improve the level of teachers is to encourage teachers to go to the enterprise and the industry, actively participate in the training of industry organizations, regularly go deep into the enterprise to participate in the fixed post work, and find the gap between professional skills and job needs. Second, students should "go out". Post practice is an important link to improve students' practical ability, and also the key point of school enterprise cooperation. On the basis of traditional practice teaching, schools should increase the proportion of post practice and real business experience, improve the efficiency of practice, enhance their own knowledge and skills, ability and quality, and shorten the distance between students and jobs, schools and society.

4. CONCLUSION

It is not difficult to see that it is not an easy thing to really achieve in-depth school enterprise cooperation in vocational education. We must have a set of complete long-term mechanism as the institutional guarantee, and the construction of the long-term mechanism is also a systematic project. We should not only deepen the concept of cooperation, but also optimize the line and strategic thinking of cooperation, and strengthen the construction of the long-term mechanism communication with education authorities and keen insight into market demand; all factors can boost the long-term effectiveness of school-enterprise cooperation. Therefore, how to further coordinate and excavate the constraints and solutions of the above work has naturally become the key to the future practice and research of the majority of vocational educators. We also hope that they can actively share their own practical experience and research results, so as to ensure the continuous improvement of the quality of technical talents training in China's vocational education.

ACKNOWLEDGEMENT

This paper was funded by Sichuan Educational Development Research Center(No:CJF18006)

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An Analysis on the International Video Transmission of Chinese Stories

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Abstract: As a barometer of times, documentaries bear important responsibilities and missions in the establish of national image and international communication. In recent years, the enthusiasm of China's documentary industry has promoted Chinese stories worldwide, opening a door for the world to better understand China.This article, based on the main contents and creative forms of extraordinary Chinese documentaries, aims at analyzing the expression paradigm and discourse system construction of Chinese documentaries in the process of external communication in recent years.

Keywords: Documentaries; National image; Chinese stories, Cultures communication

INTRODUCTION

Chinese President Xi Jinping has mentioned many times: Tell the story of China well to spread the voice of China. Storytelling is the best way to promote Chinese cultures abroad. And documentary dissemination is the most common and direct way of telling stories.

As a high-quality culture carrier, documentaries record a specific period, culture, the track of a nation, and the development of a country. Therefore, human beings will have a deeper understanding of the environment, customs and cultures, and unknown historical events by watching documentaries, which in turn makes documentaries more and more prevalent.

With the continuous improvement of China's international position, Chinese culture has attracted more and more international attention. As one of the world's most ancient, populous and fastest-growing countries in the past four decades, China's unique humanistic connotations and spirits have a powerful and mysterious appeal to audiences from all over the world. Chinese documentaries are rising rapidly in recent years and getting more and more international by which Chinese stories are getting known by various channels. The process of international video dissemination of Chinese stories not only strengthens the connection between China and the world, but also transmits the image of China to the world, opens a window for people to know China better.

1.COLLABORATIVE CREATIVE MULTIPLE SUBJECTS PROMOTE CHINESE CULTURES ABROAD

Documentaries need a large investment in the early stage,which may gives rise to high risks. While Joint production provides a good platform for Chinese documentaries, and it also makes the exchange of international documentaries more convenient and direct. With Chinese documentaries are becoming international, co-production with international documentary producers is undoubtedly a shortcut.

Introducing foreign documentary teams into China and creating well-made documentary works through joint production is an important way for Chinese culture to go out. The Chinese-foreign joint production uses the method of "borrowing a boat to go to sea"to make Chinese stories and cultures go abroad smoothly and spread with the help of foreign media. In 2008, China Central Television and the BBC Natural History Department jointly produced the natural and humanistic documentary Beautiful China for the first time, which is broadcasted on more than 50 TV channels around the world.

In addition to the Central Radio and Television Station, Wuzhou Communication Center and some local stations and other television medias , major domestic film festivals and exhibitions, growing private documentary trading and distribution and production companies, including some rapidly emerging new media forces have all become China A new force in the international spread of documentaries.

Since A Bite of China became popular, food documentaries, an important carrier of Chinese cultures, have become a new way to spread Chinese culture to the world. Chinese Restaurant launched by IQiyi focuses on overseas Chinese restaurants and describes the stories of different characters from 10 countries on four continents. While showing the food, it unearths the life experiences of Chinese people overseas, and also shows Chinese People's thinking about foods.

In the process of telling Chinese stories, how to be a part of heterogeneous cultures gradually is always what Chinese documentary workers are going to explore. From an international perspective, the cognition and thinking habits of the accepting subject must be considered. So it needs to take Chinese stories as carriers, understand the needs of local audiences, connect the cognition and thinking patterns by art and humanistic transcendence expound universal values and common moral experience, thus, to construct diversified dialogues to bridge the rifts and oppositions caused by cultural differences. [1]

2. GET RID OF THE RICKETY NARRATIVE STRATEGY AND CONSTRUCT DISCOURSE SYSTEM WITH CHINESE CHARACTERISTICS

The transformation of Chinese documentaries is a microcosm of the openness and inclusiveness of Chinese culture. It is also a way for Chinese documentary creators to forge ahead and explore ways of telling Chinese stories to adapt to the times. When the People's Republic of China was just founded, publicity-oriented documentaries generally followed the mode of "visualization of political theory" in mainstream domestic news documentaries at that time. This practice led to the rejection and return of many news documentary cups sent out. 2Since the reform and opening up police was carried out, Chinese documentaries have continuously absorbed foreign creative ideas, aligned with international paradigms, and explored international and market-oriented models. Nowadays,documentaries have no longer been a single fixed format, and the integration of multiple methods helps Chinese documentaries show more Chinese cultural characteristics.

Kenneth Burke said: "Story is the necessary equipment for life." The pursuit of stories is endless. The pursuit of stories is endless. The current documentaries emerging from the morbidity of preaching, narrating characters and detailing the stories vividly, created a new narrative and discourse system. The animal documentary We Are Born in China jointly shot by the United States, China, and the United Kingdom anthropomorphizes animals. The Chinese version of the commentary is dubbed by Zhou Xun, and the English version is dubbed by Joe Frost, breaking the seriousness of the documentary and integrating it into the plot of the feature film. This is a rebellion against traditional documentaries. It is also a new path for the international spread of Chinese documentaries. The film director Lu Chuan incorporated Chinese thoughts and Eastern philosophy into the story and added more Chinese characteristics to the documentary.

In 2020, the epidemic is raging around the world. Chinese documentaries adopted images to record heroes. The great pioneering work of the Chinese people in fighting the epidemic and the courage of the Chinese heroes have produced a large number of excellent documentary works,for example China's Battle Against COVID-19,the interpretation and understanding of foreigners is the entry point to record their lifes in China athough they have various cultural backgrounds, such as foreign scientific researchers and teaching workers in China, experts on China issues.Facing the coronavirus broken out suddenly, telling and evaluating the Chinese people's anti-epidemic stories from the perspective of foreigners plays an important and positive role in shaping China's international image and clarifying international misunderstandings about China. Chinese director Wu Hao's anti-epidemic documentary 76 Days was on the 93rd Oscar's list of best documentaries, which is of great significance to the international expression of Chinese stories.

In terms of the narrative strategy and the construction of the discourse system, present documentaries breaks through the original purely realistic techniques and preaching colors, but connects the themes of the film with different characters' stories from a more diverse and equal narrative perspective, building an recognition paradigm recognized by foreign audiences.

3. CULTURAL CONFIDENCE-REPRESENTING NATIONAL IMAGE WITH CULTURE

As the world's most populous country with a long history and culture, China has a mysterious attraction to audiences from all over the world. China's colorful traditional cultures and the tremendous social changes in the past four decades have become the main content of Chinese documentaries' internationalization.

"The Spring Festival is the largest event for Chinese in China, but also the most important festival in China. On this day, billions of people migrate at the same time just for the annual reunion." adapted form the 2016 BBC documentary Chinese New Year: The World's Largest Celebration .This is the largest and deepest record of Chinese Spring Festival culture by foreign media so far. The living individuals in the documentary tell stories about "return home", "reunion" and "celebration" of Chinese families.The documentary also describes the outlook on life, interprets the ethics and values of the Chinese nation. In addition to traditional festivals, documentaries about other traditional Chinese cultures are also sought after by the international community.For example, in terms of the international expression of Chinese culture, many works have appeared in recently, such as A Bite of China, The Four Treasures of Chinese Study, Peking Opera, The Forbidden City 100, China Porcelain, The Tale of Chinese Medicine and Tea and so on, all of them provide valuable lessons for the international interpretation and expression of Chinese themes.

The Tale of Chinese Medicine is a large-scale documentary series with the theme of Chinese medicine culture. The video is based on the clues of "Chinese intangible cultural heritage Chinese medicine processing technology and traditional Chinese medicine preparation inheritors". It covers more than 30 provinces and cities in China. The pharmacist is the crucial figure who demonstrates the mystery of Chinese medicine through the presentation from the process collection, cultivation,

preparation and function of Chinese medicine. This documentary firstly discovers the roots of traditional Chinese medicine, sorts out Chinese medicine, and at the same time establishes the status of Chinese medicine and build up the confidence of Chinese culture. Meanwhile, not only the humanistic spirit of the unity and the harmony among heaven, earth and human, but also the core values of Chinese traditional culture are also shown to the world.
Multiple creative subjects, international narrative strategies and discourse system construction have opened up a new path for building up Chinese documentary images, showing the vitality of Chinese traditional cultures. Nowadays, with the world's increasingly frequent exchanges, the competitions among countries are more reflected as cultural soft power.So the documentary shoulder the important task and mission of improving national image and construction and international communication. Using documentaries as a carrier to spread Chinese cultures with Chinese characteristics by telling Chinese stories and then digging ancient China's spiritual civilization will be the unremitting direction of Chinese documentaries.

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Analysis and Research on Online Marketing Strategy of Domestic Cosmetic Brands Based on Cultural Confidence

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Abstract: A high degree of cultural self-confidence is an important support for building a socialist cultural power and improving the country’s cultural soft power. The unique nationality of domestic beauty brands is the key to forming their own unique differences and distinguishing them from similar competitors. How to go online Displaying the brand's cultural self-confidence in marketing, attracting consumers, and expanding the market are the key points that domestic cosmetics brands need to consider when formulating online marketing strategies. This article analyzes and studies the online marketing status of domestic beauty brands through SWOT analysis, and provides references for domestic cosmetics brands to formulate online marketing strategies[1].

Keywords ： domestic cosmetic brands; online marketing strategies; cultural self-confidence; brand symbols

1.INTRODUCTION

Domestic makeup brands refer to makeup products made in China. The “time-honored brands” in domestic makeup products have a long history and traditional craftsmanship[2]. They have distinctive traditional cultural characteristics and cultural connotations of the Chinese nation. Many domestic makeup products have emerged during the reform and opening up. Brand. However, with economic development and increasingly fierce market competition, international makeup brands continue to seize the Chinese cosmetics market, which has changed the pattern of China's cosmetics market. Many domestic makeup brands have declined and disappeared and can only occupy the low-end market. After entering the 21st century, domestic cosmetics have continued to undergo professional subdivision and innovation. With the increasing influence of traditional culture in recent years, the trend of "domestic product fever" has emerged[3]. Many domestic brands have returned to the public’s attention and mobile Internet The development and the rise of a new generation of consumer groups have promoted a change in the marketing of the cosmetics industry. The emergence of e-commerce models such as B2B, B2C, C2C, and 020 have realized the close integration of life and virtual networks, and promoted the development of online shopping. Cosmetics, as high-end and essential consumer goods in women's lives, have always occupied the mainstream of the female consumer market. Online marketing and online celebrity recommendations have become a new marketing channel for cosmetics.

2. ANALYSIS OF THE PROBLEM OF MENTAL HEALTH EDUCATION FOR PRIMARY SCHOOL STUDENTS

The survival and development of any industry depends on the external environment. If domestic cosmetics brands want to achieve long-term survival and development, they should also have the ability to transform opportunities into success. SWOT analysis can help domestic cosmetics brands face opportunities and threats to the external environment[4]. Comprehensive analysis of the advantages and disadvantages of domestic cosmetics brands,

2.1 Internal advantages

Domestic cosmetics brands have distinctive basic characteristics and Chinese cosmetics are rich in natural raw materials. The history of traditional Chinese medicine cosmetics can be traced back to 2000 years. Many basic cosmetics brands have attracted Chinese prescriptions, teas, Chinese herbal medicines, etc., which have Chinese characteristics. Elements, using natural herbs and plant extracts and other materials with Chinese herbal characteristics that are more in line with the skin quality of the Chinese people. This kind of cosmetics with raw materials featuring Chinese origin strengthens the concept of "national brand", and Reduce the distance with domestic consumers through "Chinese traditional culture". It is also because of its unique positioning from China that it is different from international brands. This same historical background and emotional culture has established an emotional bond between consumers and domestic cosmetics brands. People have a strong national consciousness, and the original cosmetics brand has more advantages in the market. In addition, domestic cosmetics brands also have the characteristics of cost-effectiveness. Domestic cosmetics are of high quality and low price. Most consumers will not give up buying because of income restrictions, and their prices can be accepted by most consumers[5].

2.2 Internal disadvantages

The consumer groups of domestic cosmetics brands are older. To attract consumers to expand the market, it is necessary to break the inherent "old" image and cater to young consumer groups' product demand for cosmetics with fashionable personality. For example, Pechoin's market research found that the brand's image in consumers' minds is "childhood memories born in the 80s and 90s", "brands used by mothers", and "good quality but good old" collective inherent impressions that make it more difficult to rejuvenate the brand121. In addition, the progress of network technology and the continuous improvement of e-commerce platforms have made online marketing an important means for cosmetic brands to open up the market. However, domestic cosmetics brands do not pay enough attention to online marketing, do not promote publicity, and have limited visibility.

3. OPPORTUNITIES FOR ONLINE MARKETING OF DOMESTIC COSMETICS BRANDS

3.1 Online marketing helps change the inherent image of domestic cosmetics brands

Brand marketing should pay attention to both functionality and emotion. Traditional offline marketing and publicity are relatively simple. Print advertisements and radio and television advertisements have their own limitations. They cannot fully display brand culture and products. It only pays attention to the quality of the performance of brand products, and lacks emotional communication with consumers. In contrast, online marketing can provide consumers with audio, pictures, text and pictures. It combines the advantages of traditional marketing methods. It not only shows the product quality of the brand, but also conveys the cultural connotation of the brand. In order to satisfy consumers' demand for the basic functional value of the brand, it also satisfies the demand for emotional belonging, which can attract the attention of consumers and seize the minds of consumers and distinguish them from competitors. As a new type of marketing, online marketing is welcomed by young consumer groups. Through sharing and interaction between young consumers, it can expand the influence of the brand, spread the brand culture, and attract more consumers[6].

3.2 Diversified online channels help domestic cosmetics brands save money

Compared with traditional marketing, online marketing uses the Internet as a medium. Sales are carried out in virtual online markets. It establishes a direct connection between enterprises and consumers, reduces transaction links and sales costs, and saves Marketing and channel costs have reduced marketing costs and improved efficiency. Compared with international cosmetics brands, most domestic cosmetics brands are smaller in scale, with less capital and lower profits. Online marketing is low-cost and has a wide audience. For domestic cosmetics brands, online marketing is a way to invest less people and pay more[7].

4. CHALLENGES ENCOUNTERED IN ONLINE MARKETING OF DOMESTIC COSMETIC BRANDS

4.1 Online marketing is inseparable from supervision and guidance

Online marketing and live streaming are popular marketing models today. Internet celebrities accumulate a huge number of followers, and carry out precise targeted marketing through follower groups, adding to the one-way e-commerce transaction process in the past and two-way interactive social networking. Elements can better convert followers' attention into purchasing power, develop a new type of realization, and form a new consumer market[8]. This new economic model is the so-called Internet celebrity economy i=i. However, there are new hidden dangers such as false propaganda and poor quality in online live streaming. For the sake of popularity, the blogger did not consider the video content, used vulgar and curious things to attract attention, and catered to fans' mentality of blindly pursuing "entertainment and pastime", which created an unstable and overly impetuous network environment. i;i To make the online marketing of "live-streaming with goods" a one-line operation, it is necessary to strengthen supervision and guidance, and functional departments such as market supervision must effectively perform their supervisory duties.

4.2The diversification of online information makes it difficult for brands to obtain long-term regular consumers

The convenience of online marketing has enabled various similar brands to enter the online marketing market[9]. The increase in competitors has allowed domestic cosmetics brands to convey unique brand value and brand culture to consumers, forming unique differences to distinguish them from other competitors. Even more difficult, the fragmentation and diversification of online information makes it easy for consumers to be distracted by other information. If a brand cannot create memory points in a short time, consumers will lose patience, and their attention will be difficult to be attracted by the same brand for a long time, and it will be difficult to become a fixed consumer group of a certain brand.

5. CONCLUSION

Online marketing is both an opportunity and a challenge for domestic cosmetics brands. When domestic cosmetics brands are marketing online, they need to use the characteristics of network technology to convey the value and culture of the brand to consumers, tell brand stories, and strengthen consumers' differentiated understanding of domestic cosmetics brands. Only by implementing marketing strategies that adapt to changes in the times and forming an emotional bond between brands and consumers can they gain a place in the highly competitive cosmetics market[10].

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A Study of the Teachers' Emotional Resilience under the Flipped Classroom Teaching Context

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Abstract: This article described the positive influence of flipped class teaching on students' active learning. But the lack of the teachers' digital literacy leads to the teachers' emotional instability when they apply flipped class teaching, which is not good for teaching and learning efficiency. Based on the background, the article puts forward to the strategies of improving teachers' digital literacy in the context of flipped class teaching. The conclusion can be drawn that the improvement of teachers' digital literacy is regarded as the effective approach of developing teachers' emotional resilience in the context of flipped class teaching.
Keywords: flipped class teaching; emotional resilience; strategies; digital literacy

1.INTRODUCTION

Over the last few years, the flipped classroom has rapidly gained popularity among teachers or educators. As the effective teaching method, flipped classroom which is students-centered not only improves the learning efficiency of students, but also affects students' emotion towards active learning in a positive way. The flipped classroom is the product of the combination of teaching and modern information technology, which highly demands the information literacy of teachers. However, a lot of teachers are not familiar with the use of the information and communication technology (ICT), which causes troubles for teachers in the college and university when they apply flipped classroom. The lack of information literacy of teachers causes great physical and psychological pressure on teachers, and makes teachers in depression and emotional burnout, which lower the teaching efficiency. Based on the background, the article discusses the advantages of flipped classroom and the teachers emotional resilience in the context of flipped classroom and puts forward to the corresponding strategies aimed to improve the teachers' emotional stability and enhance learning efficiency.

2.FLIPPED CLASSROOMS

In recent years, flipped classrooms, also known as inverted classrooms, has gained more and more popularity in higher education. In a flipped classroom, instructional content is video recorded and assigned as homework for students to study before coming to class. Sohrabi and Iraj (2016) defined the flipped classroom as “what has been traditionally done during class time, i.e. class presentations, is shifted to home activities, and what has been traditionally done at home, i.e. homework and projects, are transferred to class activities”.[1] Essentially, the goal of the flipped classroom is to shift direct instruction to outside the classroom via videos to free up limited, precious in-class time for interactive learning activities (Gilboy et al. 2015; He et al. 2016; Mofett 2015).[2] From the definition, the skillful use of the information and communication technology such as video shooting and editing is very important for teachers to apply flipped classrooms. Considerable research has generally shown the benefit of Flipped classroom in terms of improving student learning, including perceptions, engagement, learning approach, motivation, generic skills, satisfaction, and academic outcomes (Al-Zahrani 2015; Hung 2015; Zainuddin and Attaran2016).[3] The use of flipped classrooms approach encourages positive emotion and promote active learning.

The effectiveness and benefits of flipped classrooms have been discussed. Some empirical studies have shown that the flipped classrooms can promote students' deep learning, improve the learning efficiency. This teaching approach should be advocated. But for some instructors who are not familiar with the use of information technology, this teaching method becomes heavy burden. Because of the lack of information literacy, the educators have to spend a lot of time searching valuable teaching materials, making or editing videos, operating platforms and contacting students via communication APPs. Long time working with the computers is bad for their health and mental, which leads to emotional instabilities. Their working and teaching efficiency can be lowered. So the teachers' construction of emotional sustainability is significant in the context of flipped classrooms teaching method.

Emotional stability is a positive personality trait that can facilitate the ability to cope in tense situation and make yourself in the emotional stable state to maintain the physical and psychological health. Pedagogical activity is full of various kinds of stressful situations. The importance of studying the emotional resilience of teachers is associated with the lack of skillful use of information technology when teachers apply the teaching method in the flipped classroom. The formation of such a significant personality trait as emotional stability will allow specialists working with children to maintain psychological health, prevent the occurrence of negative emotion and emotional burnout, and personality deformation.[4]

3.THE STRATEGIES OF IMPROVING TEACHER'S EMOTIONAL STABILITY UNDER THE FLIPPED CLASS TEACHING CONTEXT

For teachers who use flipped class approach, they face a lot of challenges. The biggest challenge of using the flipped classroom approach is the heavy workload created for teachers. Converting a traditional course into a flipped course places considerable workload demands on teachers (Howitt and Pegrum 2015).[5] As Wanner and Palmer (2015) noted, the actual time used for preparing a flipped course is nearly six times greater than that for preparing a traditional course.[6] To effectively implement the flipped classroom approach, firstly, teachers must search considerable instructional materials which will motivate students' interest, and then they must prepare the pre-class video lectures and design online quizzes and redesign the power point slides which all aim to facilitate students deep learning. Also, teachers need to be familiar with the use of all sorts of digital teaching website or apps and communication apps. With the heavy workload, teachers tend to feel mentally and physically exhausted, frustrated and anxious. This leads to the emotional instability and emotional burnout. In view of this situation, some strategies are put forward to improve teachers' negative emotional state.

Under the flipped class teaching context, improving teachers' information communication technology (ICT) literacy or digital literacy is considered one of the most effective ways to prevent teachers' emotional burnout.

Technology literacy is the ability to effectively use technology to access, evaluate, integrate, create and communicate information to enhance the learning process through problem-solving and critical thinking. Teachers deliver the knowledge and teaching contents to the students through the technology. According to the definition, the teachers' digital literacy is very important under the flipped class teaching context. ICT literacy or digital literacy is regarded as the basic teachers' competency by UNESCO. The strategies of improving teachers' digital literacy are as followings, which can keep the emotional resilience when teachers apply flipped class teaching.

Some curriculum aimed to improving teachers' literacy should be offered for teachers who use flipped class teaching, such as Python and Video making or editing. The teachers who apply flipped class teaching need to firstly deliver the video materials to students. To make a valuable video, teachers need to search teaching materials or information related to this topic in the database, but it's heavy burden for teachers to select the information in such big database online. The teachers should be encouraged to learn Python, which can help them easily acquire the teaching materials they need. With the help of Python, teachers will spend less time and energy to prepare the materials. In this way, their information literacy will be enhanced, and their work efficiency and self- efficiency can be improved. During they apply the flipped class teaching, they feel satisfied with themselves. The improvement of information literacy change the teachers' emotional state in a positive way.

After searching information, the teachers need to learn how to make the valuable short videos with high quality. They need to learn the professional skills of editing videos which not only promote students to grasp knowledge efficiently, but attract their interest to learn actively. Video making is regarded as the most important step to apply flipped class teaching. Videos with high quality can receive students' recognition. Students' good feedback enables teachers to make more and more valuable videos, facilitating the formation of harmonious teaching and learning environment. The improvement of teachers' technology literacy is useful for teachers' emotional resilience. To efficiently implement the flipped class teaching, it is vital to be proficient the use of communication apps.

The more frequently the teachers use information technology, the better their digital literacy will be. More and more teachers believe that the improvement of digital literacy makes it convenient to use existing digital materials or design the digital teaching materials and edit the teaching videos in the context of flipped class teaching. According to the survey, more and more teachers believe that the improvement of digital literacy not only reduces the work load and improves their professional competency, but also promotes the harmonious relationship between teachers and students. Teachers' emotional burnout is prevented, and their emotional state keeps in balance. The improvement of teachers' digital literacy is regarded as the effective approach of developing teachers' emotional resilience in the context of flipped class teaching.

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Application of Nondestructive TestingTechnology in Composite Material Testing

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Abstract: The existing nondestructive testing methods for carbon fiber composites are reviewed. The testing contents are mainly about the internal defects of carbon fiber composites, including inclusion, void, delamination, etc., and the application fields of the testing methods, as well as their advantages and disadvantages are analyzed. Microwave nondestructive testing method, because it adopts air coupling, does not need coupling agent, so it will not cause pollution to the testing material. Microwave testing method can carry out non-contact detection on it, and can realize the rapid scanning detection of carbon fiber composite materials. It is proposed that nondestructive testing of carbon fiber composites using microwave technology is a new research direction in the field of nondestructive testing, and a series of problems, such as the establishment of theoretical model and the optimization of testing parameters, need further study.
Keywords: carbon fiber composites, electromagnetic nondestructive testing, application

1. INTRODUCTION

Nondestructive testing (NDT) is an advanced and high-tech testing technology, which will not cause any adverse effects on the appearance and performance of the tested substances. It ensures the integrity of the structure and function of the tested substances to the maximum extent, and the detection accuracy is high and the detection results are very reliable. It has been widely used in all walks of life. In this paper, NDT technology is briefly introduced, and the application advantages of NDT technology in carbon fiber composite materials and several more commonly used NDT methods are discussed, in order to realize the rapid popularization of NDT technology and promote NDT to play a real effect in the testing work of carbon fiber composite materials.

ET,eddy current testing technology, alternating current field detection (ACFM, alternating current field measurement) technology and electromagnetic tomography (EMT, electromagnetic tomography) technology has the advantages of non-contact, no damage, no radiation and so on and can be widely used in the field of nondestructive testing

Although the above three detection technologies are all based on the principle of electromagnetic induction, their detection mechanism, feature signal extraction and detection circuit are different due to the different detection objects and application scope. The author hopes that the introduction, analysis and comparison of these three electromagnetic nondestructive testing techniques can promote the exchange and application of these techniques in the process of development.

Carbon fiber composite material is the composite material reinforced by high performance carbon fiber reinforcement phase, the matrix is mostly advanced resin base, its comprehensive performance is comparable to that of aluminum alloy, but the specific stiffness and specific strength are higher than that of aluminum alloy. Carbon fiber is mainly composed of carbon elements - a kind of special fiber, its carbon content varies with the type of different, - mass fraction in more than 90%. Carbon fiber has the general characteristics of carbon materials, such as high temperature resistance, resistance to friction, conductive, thermal conductivity and corrosion resistance, etc., but unlike - a carbon material, appearance has obvious anisotropic soft, can be processed into a variety of fabrics, along the fiber axis show a very high strength, small proportion of carbon fiber, thus has high than strong degree. In 2011, the global total consumption of carbon fiber was 45,800 tons, of which 15% was aerospace, 65% was industrial (including wind energy), and 20% was consumer goods/sports equipment. The consumption of carbon fiber in mainland China is 11,000 tons, accounting for 1/4 of the world, among which culture and sports account for 60%, industry and energy account for 25%, building structure supplement account for 10%, aerospace and military industry account for 5%. The main use of carbon fiber is resin, metal, ceramics and other matrix composite, made of structural materials. Compared with traditional materials, carbon fiber composites have the following characteristics: designability and anisotropy, material-structure-bulk, composite effect, material properties dependence on composite process, versatility and development. Carbon fiber composites have advantages in the fields with strict requirements for density, stiffness and quantitative fatigue properties, as well as in the occasions where high temperature and high chemical stability are required. Carbon fiber composites are widely used in construction, transportation, aerospace industry and so on. Although carbon fiber composite material as a new material has been widely used, but in the production process, due to the instability of the process, void, inclusion and other defects can not be completely avoided, its transverse bearing capacity and shear capacity is low, under the impact or fatigue and other load action is easy to damage until destruction.

Carbon fiber composite material is a new type of material composed of two or more materials, with high strength, good stability and complete functions, which can well meet the application needs of military and civil fields. With the improvement of people's living standards, higher requirements have been put forward for the living environment. Carbon fiber composite material has huge advantages incomparable to other materials, so its development prospects will undoubtedly be very broad. In order to improve the properties of carbon fiber composites and maximize the utility of carbon fiber composites, it is necessary to apply nondestructive testing technology in carbon fiber composites.

Most destructive traditional testing technology, after completion of the test is measuring the physical appearance or performance more or less will be affected by certain effect, so most detection technology can only test for the form or use of the material, this increases the difficulty for work in detection, at the same time also limits the development of detecting technology.

Principle and mathematical basis of three kinds of electromagnetic detection technology

ET is one of the five conventional testing methods in the field of nondestructive testing. It is a unique and low-cost high-speed large-scale testing method. ET the principle is: when the measured object is conductive, conductive material under the action of alternating magnetic field will produce eddy current (eddy current), and the material surface and near surface defects will affect the size and distribution of eddy current, from the influence of coil impedance, by measuring the change of the impedance analysis and research material defects and damage.

Compared with ET technology, ACFM technology developed relatively late. Delivered ACFM per input horsepower technology is in the 1980 s by NDE of mechanical engineering at the university of London center after years of theoretical study, based on the principle of ac voltage drop, with the edge of the surface magnetic field model to replace the ac voltage drop test model of surface electric field [6-71 o its principle is by motivating probe on the surface under test induced uniform alternating current, when the workpiece defects in, sounding head adopt set flaw electromagnetic field distortion of information and analysis above, describe the size of the defect status information can be obtained.

EMT technology originated in the early 1990s, its initial should be used to achieve the visualization of industrial process (8). The basic detection process is as shown in Fig. I: in the alternating electromagnetic field generated by the excitation coil, the variation of the electrical characteristic distribution of the tested object will change the amplitude and phase of the induced voltage inside the detection coil. The electrical conductivity and permeability distribution of the measured space can be obtained by collecting these information and image reconstruction algorithm.

The above three kinds of detection technology is based on the theory of electromagnetics, the basic principle of ET were measured impedance signal, delivered ACFM per input horsepower to measure got the magnetic induction intensity of the signal, and EMT technology is measuring the voltage signal, therefore, in the analysis of the measuring signal and measured on the surface of the object information extracting square difference led to the test object and applicable scope also have differences, such as: ET applies only to detect the metal surface and near surface defects; ACFM technology is based on the characteristics of high permeability of ferromagnetic materials; EMT technology is suitable for testing materials with high electrical conductivity and low magnetic conductivity.

2. SYSTEM STRUCTURE OF THE THREE DETECTION TECHNOLOGIES

2.1 Typical ET systems

Typical ET system includes detection probe, signal source circuit, signal processing circuit, etc. Its principle block diagram is shown in Figure 2 ((5)). Probe excitation signal generated by the high precise waveform generator, the signal frequency through the dial switch on the control panel to select, measuring signal amplifying, XY solution, filter/notch and A/D conversion after the input to the PC, through A kind of algorithm to extract the signal information gap, displayed on the monitor probe coil impedance change of value, and then get information such as the position of the measured flaw.

2.2 Typical ACFM detection system

A typical ACFM system is mainly composed of power supply, excitation signal generator, power amplifier circuit, phase shifter circuit, excitation probe, signal conditioning circuit, A/D acquisition card and PC. Sine wave as excitation signal, drive with signal generator excitation probe, the workpiece surface inspire a direction for periodic rotating uniform induction flow, produce rotation induced magnetic field, the extraction of magnetic flux density on the surface of the workpiece signal detection probe, by testing software for signal processing, the real-time rendering magnetic induction Should strength curve and butterfly figure, the realization of intelligent quantitative defect identification.

2.3 Typical EMT systems

A typical EMT system, as shown in Figure 1, can be divided into three parts, SE3] : sensor array, interface circuit, and computer. Sensor array made up of shielding layer, detecting coil and excitation coil, applying exciting current to various incentive line circle, to produce alternating magnetic field, the lines of different directions of circle acquisition of conductivity and permeability distribution information, the interface circuit output to a computer, through certain inverter conversion method, the reconstruction of the field space distribution of the image reconstruction.

The system structures of the three detection technologies are all processed by sensors and signals

Circuit and PC and so on. The excitation probe and detection probe of ET technology share the same probe, while the excitation probe and detection probe of ACFM technology and EMT technology are separate, which brings convenience to signal extraction and decoupling, but increases the volume of the system. In addition, the signal processing circuits of the three detection technologies are very different. For example, the signal decomposing circuit is added in ET technology, while the shielding layer is added in the sensor array of EMT technology, which increases the complexity of the system.

3.APPLICATION OF THREE DETECTION TECHNOLOGIES

ET is a detection method based on electromagnetic induction, so in principle all the influencing factors related to electromagnetic induction can be used as the detection object of eddy current detection method. At present, typical applications of ET technology include the following square "nets:

(1) flaw detection of all kinds of conductor materials;

(2) according to the difference of the electromagnetic parameters of the material to test the material, the application of this aspect is mainly material composition and impurity content identification, mixing sorting, etc.;

(3) Specimen geometry size: shape, size, film thickness, etc.;

(4) the distance between the detected piece and the detection coil (lifting clearance), the thickness of the covering layer, etc.

ACFM was first used in the testing of offshore petroleum equipment. According to DNV regulations, its application scope is in service nondestructive testing of underwater structures and splash zone structures of fixed and mobile offshore engineering facilities. However, its current application scope has gone far beyond the above provisions, mainly including:

(1) underwater carbon steel structure, ferrite steel, austenitic stainless steel, aluminum, double-phase steel and other materials inspection;

(2) Inspection of the structure with flame spray layer, epoxy resin adhesive layer and paint layer;

(3) the detection of large engineering metal structures, such as heavy lifting equipment, television towers, etc.;

④ the detection of thread.

EMT technology started late, but after more than ten years of development, it also began to be used in industrial production. In principle, electromagnetic tomography should be used in all domains where electrical or magnetic conductivity can be used to characterize the properties of an object. At present, its typical application areas include the following [15-171:

① Measurement of water in three-phase flow of oil/gas/water in offshore oil field pipeline;

(2) the changes of steel properties and microstructure in the rolling process;

③ Imaging of molten steel flow morphology;

④ nondestructive testing;

⑤ Biomedical research.

4. THE CHARACTERISTICS OF THE DETECTION TECHNOLOGIES

4.1 Characteristics of ET

Compared with other conventional nondestructive testing methods, ET has its unique advantages [5:

(1) Compared with ultrasonic method and ray method, it does not need coupling agent, real non-contact measurement;

② Compared with the magnetic particle method, it does not pollute the environment and is simple to operate.

(3) Compared with the penetration method, it does not need to clean the specimen and can realize the detection automation;

(4) High sensitivity to surface and near surface defects;

(5) can be tested at high temperature;

is not only suitable for the detection of defects of conductive materials, but also for the detection of electrical conductivity, magnetic permeability, heat treatment status, hardness and geometric size of materials.

At the same time, the ET technique also has some disadvantages (reconnaissance 9). ET usually needs to be calibrated in advance, and the artificial defects of calibration blocks are usually machined, and the reflected signals of artificial defects are generally different from those of actual defects. In addition, the size and location of artificial defects and actual defects will have certain differences, and the actual defects are also very different. Therefore, when the reflected echo in ET is equivalent to the artificial defect, the corresponding relationship between them cannot be truly reflected, and it is difficult to distinguish the actual defect. Therefore,ET flaw detection is still in the equivalent comparative detection stage, and it is still to be developed to accurately judge the shape, size and media properties of defects, and the detection efficiency of components with complex shapes is low.

4.2 Characteristics of ACFM

ACFM technology is the earliest in the field of offshore petroleum engineering, used in the detection and maintenance of offshore oil platforms. Compared with traditional nondestructive testing, this method has the following characteristics:

① The ACFM method establishes the mathematical model theoretically, and the model is accurate, so the calculated defect size is in good agreement with the actual defect size;

② More importantly,ACFM does not need calibration and has low surface requirements. It can be seen that ACFM technology makes up the weakness of traditional ET technology to some extent.

At the same time,ACFM technology also has some disadvantages:

(1) ACFM is based on the characteristics of high permeability of ferromagnetic materials, so the method has some limitations in application.

(2) There is a coupling phenomenon between the external magnetic field of the workpiece and the surface magnetic field, which will bring some errors to the measurement.

4-3 Characteristics of EMT detection

EMT technology as a new type of electromagnetic detection technology, not only with a electromagnetic detection nondestructive, fast, safe, such as connectivity, and compared with ET and delivered ACFM per input horsepower technology, its characteristic is that it can be the object of the electric magnetic properties distribution in the form of image, namely complete detection, visualization and visualization, not only can reproduce defect size, location, etc., and and nature through the defect in the characteristic parameter extraction can complete judgment, classification, etc. The most important is that the image reconstruction part of EMT has a clear and complete mathematical basis, namely the Rayden transform and the inverse Rayden transform.

However, EMT technology also has some disadvantages.

(1) The problem of "soft field" effect, that is, a manifestation of nonlinear electromagnetic field, leads to the need for complex reconstruction algorithm of EMT;

② The shielding layer used in the EMT system has a great influence on the sensitivity matrix, imaging quality and measurement situation of the system, and makes the EMT system design relatively complicated.

Conclusion

In this paper, three kinds of electromagnetic testing technologies in nondestructive testing technology, namely ET technology, ACFM technology and EMT technology, are introduced in detail, including their principle, system structure, application scope and characteristics. ET is a traditional electromagnetic nondestructive testing method, which has been widely used in industrial field, while ACFM and EMT are two new electromagnetic nondestructive testing technologies, which are not mature enough at present. The basic principles of the three detection techniques are based on the theory of electromagnetism, so they all have some advantages and disadvantages of electromagnetic detection, such as safety and non-destructive, can only measure the guide body, etc. At the same time, the three detection technologies have different signal numbers to extract defect information, which leads to different detection objects and application scope. In addition, the two new detection methods have their own unique characteristics compared with the traditional electromagnetic detection methods (such as ET technology). For example, ACFM technology does not require calibration work before measurement, which reduces the workload and improves the accuracy. However, ACFM technology is based on the high permeability of ferromagnetic materials. EMT can use image reconstruction to determine the location and quality of defects, but EMT technology adds magnetic shielding layer, which increases the complexity and cost of the system.

ACFM technology and EMT technology can learn from the experiences of ET technology in sensor design, characteristic signal extraction, signal processing and field application. The accurate mathematical analysis experience of ACFM can provide reference for ET technology and EMT technology. The theory of image reconstruction in EMT technology can also provide a foundation for defect inversion in ET technology and intelligent defect visualization in ACFM technology. With the deepening of research, the development of these three kinds of electromagnetic testing technology can elevate the electromagnetic nondestructive testing technology to a new level.

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Research on Comprehensive Talent Training of Marketing Major in Colleges and Universities from the Perspective of Production-Learning-Research-Application

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Abstract: Marketing has gradually become the core of the survival and development of enterprises, enterprises have put forward higher requirements for the training of marketing professionals, requiring graduates to have better professional quality and vocational skills, strong communication skills and post adaptability, which challenges the current talent training mode of emphasizing knowledge and neglecting practice. This paper analyzes the shortcomings of the current training of marketing professionals in colleges and universities. According to the concept of production-learning-research-application, this paper puts forward the comprehensive training mode of marketing professionals from six aspects: referring to the needs of enterprises, enriching teaching methods, replacing training with competitions, building training platforms, changing assessment mechanisms and establishing interest communities.

Keywords: Production-Learning-Research-Application, Marketing; Talent training

1.INTRODUCTION

With the rapid development of industrial economy, the competition between enterprises is becoming more and more fierce. Marketing has become an important weapon of enterprise competition. The demand for personnel in business management posts and sales posts is large. From the current employment situation, the supply of marketing professionals is insufficient, and the employment rate of graduates is higher than that of other majors. However, there are still “contradictions” between students' employment difficulties and enterprises' recruitment difficulties[1]. The analysis shows that the main reason is that the rapid development of the industry puts forward higher requirements for marketing professionals, requiring graduates to have higher professional quality and professional ability, strong communication ability and ability to adapt to jobs quickly. Therefore, in order to reduce the disconnection between students' vocational skills and enterprise needs, the comprehensive talent training mode of marketing specialty is worthy of our in-depth study.

2.THE DIRECTION OF CULTIVATING COMPREHENSIVE TALENTS IN MARKETING MAJOR

“《Outline of National Medium and Long-term Education Reform and Development Plan》” mentioned “ promoting quality education”, “ solving the major problems of what kind of people to cultivate and how to cultivate people” and “ highly unifying theoretical learning and social practice ”. The cultivation of production-learning-research-application talents in marketing major is oriented by industrial demand. With the support of the government, through the joint participation of the government, enterprises, scientific research institutes, universities, teachers and students [2], it makes full use of social resources to break the limitations of colleges and universities in cultivating students themselves, effectively improves the innovation and entrepreneurship ability, practical ability of majoring in marketing, and the adaptability to society in employment, and cultivates applied talents to meet the needs of enterprises.

3.THE DEFICIENCIES IN MARKETING PROFESSIONAL EDUCATION

3.1Teaching content cannot meet social needs

According to the reaction of some graduates majoring in marketing, most of the professional knowledge of textbooks is relatively traditional and fixed, while the market has undergone earth-shaking changes with the pace of the times, such as the experience marketing and Internet marketing commonly used by enterprises. In addition, only having a solid theory cannot meet the requirements of enterprises. In general, enterprises are more eager for professional skills, and different types of enterprises have different requirements for marketing professionals.

3.2Insufficient enthusiasm and motivation of students

Most college marketing teaching is still based on classroom teaching, plus some classroom practice. Less case teaching and situational teaching, obvious limitations, a single teaching method is easy to make students tired[3];The state of passive acceptance of knowledge makes students lack learning motivation to meet their learning needs.

3.3Insufficient hands-on training for students

The crux of the contradiction between difficult employment of students and difficult recruitment of enterprises is that enterprises lack mature talents in marketing. These talents need to have a certain level in practical ability and operational ability, and many college students do not have such ability. Many students cannot adapt to the job requirements in the short term after graduation. They lack practical operation abilities such as difficult to speak in the face of customers, door-to-door sales being rejected, negotiating with customers alone, communicating with colleagues, project management and team management, etc.

3.4Few opportunities for real social practice

Marketing is a subject with strong practicality. The school basically arranges practical courses such as marketing case analysis, negotiation, marketing, marketing planning, marketing comprehensive simulation and so on. Most of them are through teachers' lectures to convene practical start-up meetings to solve students' self-compiled self-rehearsal in the classroom and other simulated environments according to internship instructions. Many schools do not have a long-term cooperation internship base for students to practice, unable to let students truly integrate into the various sectors of society to feel the changing market.

3.5Inadequate curriculum assessment system

The results of professional basic courses of marketing specialty include the score of paper, attendance, homework completion, classroom performance, etc., among which the score of paper is heavy, so the students who will memorize by rote can pass the text. The form of practical course is greater than the content, so the students' practical ability and practical results cannot be examined.

4.SUGGESTIONS ON TRAINING COMPREHENSIVE TALENTS OF MARKETING MAJOR

4.1 Optimizing talent training programs according to enterprise needs

Under the concept of “production-learning-research-application”, schools should strengthen contacts with local enterprises and professional counterparts. The designated departments of cooperative enterprises should timely feed back the demand information to schools, and schools should adjust the training plan of marketing professionals in accordance with the needs of enterprises. Schools can also regularly invite marketing management experts from some enterprises to improve the talent training scheme, teaching syllabus, curriculum system, and assessment content and methods of marketing specialty, and highlight the practicability of curriculum knowledge so as to achieve that the students' knowledge system is basically consistent with the needs of enterprises.

4.2Enrich teaching methods to improve students' interest in learning

Schools strongly support teachers to adopt diversified teaching methods in terms of funds, management and responsibility. For example, encourage teachers to take marketing students into the enterprise, into the market, familiar with the actual operation process of the enterprise or on-site teaching in the enterprise; The teacher led the students to participate in relevant projects and competitions in the research institute; Teachers arrange students' practical tasks according to classroom knowledge, such as making marketing plans for businesses near the school. Actively carry out the second classroom, schools can regularly invite entrepreneurs, experts, alumni to share their entrepreneurship, entrepreneurial experience, entrepreneurial feelings.

4.3Improving students' professional competence through competition training

Competition is learning, training. By participating in the above competitions, students can systematically sort out and use the theoretical knowledge they have learned to improve their professional ability[4]. On the one hand, students are encouraged to participate in various competitions at all levels. On the other hand, schools can independently organize competitions.

4.4Building training platforms to increase students' practical opportunities

It is an important way for universities to create practical opportunities for students to cultivate comprehensive talents. First, school-enterprise cooperation. The platform can be set in the enterprise place, also can invite industry experts to school. Second, schools can establish student entrepreneurship incubation center. It provides students with professional practical experience and market dynamics and other information, so that students have the opportunity to experience entrepreneurial practice at a low threshold.

4.5Training students' knowledge transformation ability by changing the examination system

With the increase of social practice, to change the way of school curriculum assessment, at the same time, the off-campus evaluation also needs to be included in the assessment mechanism of students. The school curriculum assessment can be composed of the main classroom score, the second classroom score, the competition score and the school practice week score. The off-campus evaluation is evaluated by the enterprises that students practice according to the comprehensive performance of students, including students' ability to analyze and solve problems, and the ability of teamwork.

4.6Increasing government support for the construction of the community of interests in industry and education

The cultivation of marketing professionals needs the cooperation of enterprises, research institutes and universities, but these subjects are relatively independent social resources, which are difficult to spontaneously form stable common goals and interests[5]. It is necessary for the government to give policy support and encouragement, establish a reasonable system, and actively guide enterprises, research institutes, universities, teachers and students to jointly undertake the task of cultivating marketing talents through financial, normative and supervision measures.

5.CONCLUSION

With the increasingly fierce competition between enterprises, marketing has become the core of the survival and development of enterprises. Using production-learning-research-application to guide the comprehensive training of marketing professionals, combining theoretical education with social practice, it solves the problems of "what kind of people to cultivate " and " how to cultivate people", and constantly supplements new marketing professionals for social and economic development.

ACKNOWLEDGMENT

This paper is research result of the subject--Research on the Construction of Production-Learning-Research-Application Achievements Transformation Platform of Jingdezhen Schools and Local Government,which belongs to Science and Technology Program of Jiangxi Provincial Department of Education.The subject number is GJJ209707.

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The Application of Humanistic Education in Physical Education in Higher Vocational Schools

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Abstract: With the development of the society, the reform of higher vocational education in China has been continuously strengthened, and physical education in higher vocational schools has also received more attention and optimization. Physical education is an important part of the education in higher vocational colleges, and it is the key to improving students' physical fitness. With the increase in demand for talents in the society, higher vocational education has also been put forward. In addition to the necessary professional skills, it is also necessary to improve the humanistic quality of students. Infiltrating humanistic education into physical education can improve students' moral quality. This paper mainly analyzes the application of humanistic education in physical education in higher vocational schools to promote the growth of students and lay the foundation for their future development.
Keywords: Humanities education; Higher vocational school; Physical education

INTRODUCTION

At present, physical education in higher vocational education in our country mainly focuses on enhancing students' physique and improving their physical fitness. There is still a lack of humanistic education for students. With the advancement of education reform, the requirements for teaching continue to increase, and traditional education methods lack comprehensive training for students, which hinders the progress of education in our country. In physical sports, students' ability of cooperation and communication is needed, which provides teaching conditions for humanistic education. The integration of humanistic education into physical education of higher vocational schools can promote the overall development of students' body and mind, and help students establish correct values, world outlook, and moral outlook.

1. THE SIGNIFICANCE OF INTEGRATING HUMANISTIC EDUCATION INTO PHYSICAL EDUCATION

1.1 The needs of social development

With the rapid development of social economy, the requirements of employers have also increased, especially the requirements of humanistic quality of talents. As an important place to transport talents to the society, higher vocational colleges should pay more attention to the quality of talent training during the teaching process. In such a fierce social competition, in addition to the necessary professional skills, students also need to have higher moral qualities. Through the integration of humanistic education in physical education, students' physical fitness can be enhanced and their moral quality can be improved, so that students' physical health can be fully developed.

1.2 The needs of education reform

As vocational education in our country has gradually been developed, people begin to attach importance to the quality of vocational education. In today’s higher vocational education, teachers and schools pay too much attention to the cultivation of students' professional skills, ignore students' physical education and humanities education. As a result, students' physical and moral qualities have not been well improved and students are lack of competitiveness under such intense employment pressure. In the traditional physical education teaching, there are problems such as single teaching form, unreasonable course length, and insufficient teacher education awareness, which affect the physical and mental development of students. Therefore, in physical education of higher vocational school, the emphasis should be on improving students' physical and moral qualities, strengthening students' humanistic education, and cultivating students' craftsmanship.

1.3 Improvement of students' personal qualities

In such a fiercely competitive society, Certificate of Education are no longer the only criteria for employers, and the requirements for talents are more knowledge, skills and humanistic qualities. Nowadays, the standards for talents in all walks of life are getting higher and higher, and the advantages of students in higher vocational colleges in employment have gradually become prominent. Therefore, in order to make students have better choices in employment, schools should focus on the cultivation of students' moral quality and the education of students' skills to establish correct world outlook, outlook on life and values for students and send more outstanding talents to the society.

2. THE APPLICATION OF HUMANISTIC EDUCATION IN PHYSICAL EDUCATION

2.1 To change the traditional teaching ideas

Many students in secondary vocational colleges think that they only need to master enough professional knowledge to complete the school teaching task, they are lack of understanding of the importance of physical education. Therefore, the school should adjust the teaching plan to help students improve their understanding of physical sports and fundamentally change their learning attitude. In addition to changing the concept of students, teachers should also abandon the traditional concept of education, respect students, take students as the domination of learning, cultivate students' awareness of autonomous learning, and stimulate students' interest in physical education. Integrating humanistic education into physical education requires to establish a good relationship between teachers and students, and to drive students with practice. It needs to be in accordance with the content of education reform to carry out teaching activities, but in the actual management, the school is not people-oriented and excessive pursuit of students' academic performance, and it ignores the healthy development of students' physical and mental health, and the evaluation of teachers' teaching quality is also based on students' performance. The school ignore the role of teachers and has no humanistic care for students and teachers. Consequently, the management concept of humanity is just a concept and cannot play a role in school management. It is necessary to adhere to the management concept of humanity, and strive to form a good school style, teaching style, teaching style, moral style, so as to curb some bad habits.

2.2 To improve the understanding of humanistic education in higher vocational colleges

To integrate humanistic education into physical education in higher vocational colleges, we need to have a full understanding of humanistic education and pay attention to it. We should add humanistic education into the teaching plan and improve the corresponding facilities. Only with perfect teaching plan can the combination of humanistic education and physical education be guaranteed. In addition, we should strengthen teachers' ideological understanding and make teachers be clear about the importance and necessity of humanistic education ideologically. Only when teachers' thoughts are improved, can humanistic education be fully integrated into the teaching and can students' humanistic quality be improved.

2.3 To reform teaching evaluation

In the traditional teaching concept, the evaluation of students' physical education is only the evaluation of students' physical quality, and lacks the evaluation of other skills. With the deepening of higher vocational education reform, humanistic education has become the focus of physical education in higher vocational schools. And the task of physical education also needs to cultivate students' concept of lifelong physical education. Therefore, the evaluation of students' physical education also needs to be reformed to meet the social needs of physical education. When carry out evaluation, we should evaluate students' sports knowledge and skills, and examine students' spirit of cooperation and moral character, so as to strive to evaluate the students objectively and stereoscopically, quantify students' behavior and attitude, and promote the enthusiasm of students to participate in physical teaching activities.

2.4 To improve students' self-confidence

To carry out humanistic education in physical education, teachers must dig out students' psychological characteristics and put forward corresponding solutions. Due to the environment of students and their limited ability, they are usually lack of self-confidence. After the implementation of humanistic education, students' self-confidence are cultivated, and they have a strong self-confidence in the student age, which is of great help to the future development. In order to enhance students' ability to adapt to the future society, schools must seriously implement the relevant requirements of teacher reform, make students feel fear and competition, encourage students to improve their learning ability, and do not forget to help minors grow up together and form a strong cohesion. At present, the society has higher and higher requirements for talents, which belongs to a highly competitive society. That improving the teaching methods of physical education in higher vocational colleges, applying the concept of humanistic education to teaching, and promoting the quality-oriented education of all students are of great help to solve the problems of various psychological diseases of students. They can help students enhance students' self-confidence and is more conducive to students' future development.

3. CONCLUSION

All in all, as an important place to deliver talents to the society, higher vocational colleges should pay more attention to the humanistic education of students and improve the overall quality of students to meet the needs of society for talents. Combining humanistic education with physical education and implementing the humanistic education concept is also in line with the requirements of the new curriculum reform. Physical education is carried out on the basis of humanism, and the moral education of students is improved, which is more conducive to the development of students.

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Music Analysis and Performance Interpretation of Ravel's Piano work《Alborada del gracioso》

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Abstract: French composer ravel Morris is one of the representative figures of Impressionist music. 《Alborada del gracioso》 is the Fourth Piano Composition mirror created by ravel in 1905, and it is also the most distinctive and often played by himself. Therefore, the author hopes to better understand Ravel's creation through the analysis and Research on the structure, harmonic characteristics, tonality, music style and performance interpretation of the musicStyle, also opens a window for more people to understand Impressionist music.

Keywords：Ravel Morris；Impressionist music；《Alborada del gracioso》；Music analysis；Performance interpretation

INTRODUCTION

Maurice Ravel is one of the most outstanding Impressionist composers in France at the end of the 19th century and the beginning of the 20th century. Together with Debussy, he is recognized as the master of Impressionist music.《Mirror》 is a piano suite composed by Ravel at the beginning of the 20th century. 《Alborada del gracioso》 is the fourth one among them, which is also the most outstanding and often played alone.The rise of impressionist style in the early 20th century made music and art, poetry, sculpture and other art forms inextricably linked.Many composers try to integrate the art of painting and poetry into their composition, and Ravel is no exception.Therefore, this paper will analyze the work of 《Alborada del gracioso》from three aspects: romantic, Impressionist and Ravel himself, and try to find the way of Ravel's creation.

1.MUSICAL STRUCTURE

1.1The musical structure of romantic music

Compared with the classical period, the composers in the romantic period have relaxed the requirements for structure.Although some classical music forms are often used,more and more performers begin to try to compose music, which also greatly increases the difficulty of the work - composers will improvise to add some dazzling content to highlight their ability, which just makes the structure of the music more free and changeable.

1.2The musical structure of 《Alborada del gracioso》

In terms of musical structure, most of the Impressionist musicians blur the outline of sentences, but the internal development of the structure still follows certain rules. Many pieces of music still have the traditional three-stage structure, and break the techniques of the classical period from all aspects, turning the very rational and regular traditional structure into a fuzzy outline. Some composers still follow the traditional musical structure to create, only with repetition, variation and other methods.

1.3The musical structure of Impressionist Music

The structure of piano suite 《mirror》 is written according to the outline of the romantic period, but the structure is more free.[1] Generally speaking, the musical structure of《Alborada del gracioso》 can be roughly divided into three parts: the first part, the middle part and the tail part. The tail part uses motive materials similar to the first part, so it can also be called the reproduction part. But the author thinks that because this song length is longer, it is more convenient to understand its musical structure by comparing it with the sonata form in the classical period. The first part is the first movement of the sonata with a faster rhythm, the middle part is the second movement of the adagio sonata with similar aria, and the reproduction part is the third movement of the Allegro sonata with similar motivation as the first movement. Under the macro trilogy structure, each part has its own unique musical structure

The material of the introduction is a melody that imitates the sweep of the strings of the Spanish guitar. The music aims to depict the image of a clown who walks wobbly and seems to fall all the time.

The structure of the first part is a three-stage form. Part a is motivated by the 12th section, and it can be said that the motivation runs through the whole song. After a rough study of Ravel's other works, the author finds that the trilogy is a factor that ravel often uses in his creation. In his orchestral works, he often plays the trilogy with a snare drum. The material of the connecting part comes from the introduction. Part B can be subdivided into two parts with reproduction.

The lyrical part of the middle structure is a five-part structure in the somewhat special form of ABCBC.The author thinks that Ravel's creation in this part is quite ingenious.Although it is divided into five paragraphs, there are some connections between the materials in different paragraphs.

The reappearance part is a two-part form without reappearance, but ravel repeats from the B part instead of the a part with presentation meaning.

2.HARMONY

2.1Harmony of romantic music

Although the harmony of romantic music completely inherits the harmony techniques of classical music, composers have made great changes and innovations in their creative theory and ideas. Compared with the 19th century, it has a great development in harmonic structure and progression: dissonance interval is used more frequently and freely, seven chords often appear, at the same time, chromatic scale chord modulation plays a very important role in music.

In particular, it is worth mentioning that the out of tune chord is no longer only the auxiliary position of Baroque and classical period, but has more independent expression significance.

2.2Harmony of Impressionist Music

In Impressionist music works, the function of harmony has been weakened to the minimum. Composers begin to pay attention to the changes of sound color caused by various chords in different structures and arrangements. At the same time, they also use a large number of parallel chords and special chords with foreign characteristics in their works.[2]

All kinds of novel harmony creation made the music atmosphere very free and prosperous at that time. Composers developed their own creative thinking one after another and used a lot of traditional harmony of their own nationalities, thus forming various branches of national music schools.

2.3Harmony of《Alborada del gracioso》

In terms of harmonic characteristics, Ravel has used a lot of harmonic which has been used in traditional harmony, such as four degree and five degree pitch. This new harmonic composition is very different from that of classical harmony, so it can produce a fresh sense of hearing, and make the audience have more imagination space and picture sense in the process of listening.

In the creation trend of Impressionism, Ravel also weakened the functional harmony, and used a lot of discordant extra fourth and big seventh intervals in 《Alborada del gracioso》, which made the sound effect have a colorful feeling in art works.

3.Modal Tonality

3.1Mode and tonality of romantic music

The typical feature of the mode tonality of romantic music is the frequent modulation, so as to achieve the effect of fuzzy tonality, especially the far relation modulation, so as to achieve the effect of continuous development and promotion of melody. However, no matter what kind of tunes, composers often come back to the beginning of the repertoire to summarize.

3.2Mode and tonality of impressionist Music

In Impressionist music, mode and tonality have a direct relationship with harmonic characteristics. They are both tools for musicians to create color scenes. For example, composers deliberately avoid the mode scale with direct tendency to create the hazy feeling of tonality fuzziness. But even in this way, impressionist music still has a main tone. At the same time, composers are still trying to compose music without tonality, so it can be said that the mode tonality of Impressionist music is the final result of the development of romantic music.

3.3Mode and tonality of 《Alborada del gracioso》

As a whole, the morning song of the ugly is a work which is very consistent with impressionist style. The whole music has a basically fixed D minor, and then it is transferred in the continuous development of the music.

It is worth analyzing that the tonality of the reproduction part is more worthy of analysis: in the table of the structure of the curvature in this paper, it can be seen that the reproduction part does not repeat from the general a segment with the indication, but starts from the B section of the first part, and does not use the D minor in the first part to reproduce directly, but selects the G minor to strengthen it, and it does not return to the next material until the next material appears C minor in the first part.

The mode and tonality of the ending part also have Ravel's own creative style. Generally speaking, the epilogue will summarize the whole song, including materials, modes, tonality and so on. But in the 《Alborada del gracioso》 although ravel uses the same motivation as the introduction, he unexpectedly changes the final mode, instead of using the usual D minor, he turns to the same tonic major. This composition technique is very unexpected.

4.INTERPRETATION OF PLAYING SKILLS

In terms of performance skills, the introduction part is the most distinctive Spanish rhythm type. When performing, special attention should be paid to the emphasis of strong beat and the tendency of chord progression. Imitate the glide part of the Spanish guitarto play very compact. Trilogy is one of the elements ravel especially likes to use in his creation. We should pay special attention to the average performance, but not too rigid.

The first section A should be close to the midrange. When playing, try to play mellow and imitate the sound of flute. Part B has a strong contrast between the strong and the weak. In the process of playing, we should pay special attention to the way of controlling the force of the fingers and arms, and the position of the stress points. When the second material appears, it is a technical difficulty of this piece. Firstly, the continuous repetition of homophonic triplets should be paid attention to in the process of playing. Secondly, it is necessary to have very solid basic skills to imitate the scale running of scraping. And this material has been strengthened in the reappearance section, changed into two tone scraping, which is also the most difficult part of the song.

The central part is a part of an aria designed to describe the inner world of the clown. The melody part of a should play deep, the harmony part is similar to the echo feeling, pay special attention to the gradual control of the timbre. The author thinks that the clown begins to fight a little bit in the heart, but finally gives up hope silently. Therefore, the different timbre characteristics of different playing areas are gradually formed in different musical areas.

The most important thing to pay attention to in the performance of the reproduction part is the double tone scraping. In the performance, one or three fingers should be used according to the fingering method, and repeated practice is needed to achieve the desired timbre by controlling the tightness of the arm.

At the beginning of the epilogue, there is the material corresponding to the central aria, which alternates with the basis of Spanish dance. When performing, special attention should be paid to the control of quick switching for finger touch. The last few same sound pattern repetition and the last four chords back to major need strong body control ability. We should play the piano resonance as much as possible to achieve a brilliant ending effect.

CONCLUSION

《 Alborada del gracioso 》 was written at the beginning of the 20th century, when the impressionist trend was very popular, so it has a very obvious impressionist style in terms of composition structure, harmony characteristics, mode and tonality.In addition, Ravel's personal characteristics are also very obvious, for example, the innovation in harmony makes it more picturesque, and the running through of trilogy material imitating snare drum in the whole song. At the same time, although it is difficult to perform, it is still one of Ravel's popular works because of its unique charm. I hope this paper can provide a reference for more performers and make more people understand Impressionist music.

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The Sunglasses, the Engine of Subliminal Desires

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Abstract： As the main stream still enhance on the concern of brainwashing and entertaining audiences, in this paper, I chose John Carpenter’s film, They Live, to suggest another way of reading this issue. That is to say, mass media could be a tool easily used to control audiences, and thus project hatred towards classes.
Keywords: nihilism, authenticity, consumerism, bureaucracy, ideology.

It might seem a bit outdated to stress the concern towards TV, advertisements and other mass media in recent days. The theory of brainwashing audiences and amusing them to death through various means of media was popular in the late 80s. In 1988, John Carpenter made a film called They Live in response to this particular concern.

Nada is a homeless who works on the construction field during the day and rests with a group of homeless at night beside a church. One night, Nada enters the church and finds a secret revolutionary organization, which its members are sure that aliens have controlled human-beings and the society is on the hazard. Much like the red-pill choice Neo made in The Matrix, Nada finally chooses to put on the sunglasses made by the group. Through the sunglasses, he realizes that the skeleton-like aliens exist everywhere among human being. All mass media are tools that aliens use to control people through subliminal hypnosis, such as “obey”, “marry and reproduce”, “watch TV” and “consume.” These aliens disguise themselves and plan to occupy the Earth secretly. They Live is adapted from the “Eight O’Clock in the Morning” (1963) by Ray Nelson. The aliens might remind audiences of The Invasion of the Body Snatchers and other classic alien-invasion films in the 50s. They Live, however, doesn’t present a fear to extraterrestrial being (ET), yet an irony of bureaucracy, centralization, and consumerism.

While nodding to the film’s cynicism, I propose to read the film from another perspective: the sunglasses (and contact lenses in latter part of the film) are engines of shortcuts to the counter-mainstream ideology triggered by subliminal desires, which create conspiracies and class hatred. As a result, a loyal group to “the truth” plans to subvert the existing social order through violence.

Although the film dichotomizes the skeleton-like creatures and main characters, the contrast between the world with and without the glasses raises doubts on the authenticity of Nada’s narration. Much like what Victor Burgin points out, “the wholeness, coherence, identity, which we attribute to the depicted scene is a projection, a refusal of an impoverished reality in favor of an imaginary plenitude.” (Burgin 1982) The name of, Nada, has suggested a sense of nihilism — “nada” equalize to “nothing” by Merriam Webster. The scenes presenting the revolutionary group’s conspiracy appears to be sinister.

The camera plants a skeptical seed inside audiences’ minds at the beginning of the film. In the very first scene, Nada is introduced with a long shot. Then several long shots showing Nada’s unfamiliarity with the new environment: some pans and tilts following the protagonist, and some low-angle shots showing tall buildings in Nada’s perspective. The background music, not a very bright and bubbly one, is in sync with Nada’s actions with slow peace. These long shots, the camera movements and the sturdy deep scores of the background music together present a picture of the norm: a normal person arriving in a big city and trying to find a job. In the next scene, Nada is refused by the employment agency, but only a quick disappointment appearing on his face. The confident steps that accord to the music offer him a chivalrous spirit. The tracking shots provide him a heroic vibe by introducing him walking alone in his own pace in the huge city. The discordance happens when the public protesting speaker (who is later introduced as the priest of the revolution group) appears. The speaker announces the existence of some evil people with his voice full of indignation. Then, an eye-level medium shot portrays his side face and captures his big movements, while his audience including Nada is portrayed with a low angle perspective. The second shot of the speaker is an extremely low angle shot; the third and fourth shots are also extremely low angle shots, but slightly pushed closer to the speaker, panning to the direction of Nada’s movements. These series of shots create a cynical but magnified image for the speaker. Comparing to eye-level or chest level long shots and medium shots that Nada is introduced with, the speaker’s introduction is shot in an abnormal way. The cinematographer suggests a departure from the norm points, even some conspiracies and abnormality about this speaker by the comparison of two characters’ introductions.

Moreover, Carpenter directs actors to act out and spit out deviations directly in their lines. When Nada is acknowledged with the glass-wearing guy who suddenly appear on TV giving similar speeches as the former speaker, the supporting actors give heavy breathes to show uncomfortableness, stress their headaches and turn the TV to another channel. In the same scene, the previous speaker appears in the darkness. Without a single glimpse of the TV screen, his lips are in sync with the TV speaker's words. Moreover, the previous speaker seemingly enjoys speaking the same passage as the TV speaker presents, but in silence. The different reactions with normal TV audiences and the previous speaker add more skeptical flavor into the secret group. Later on, when the same speaker appears again in the shared TV, the homeless people stress the dizziness again caused by the abrupt speaker. Similarly, Nada addresses the excitement and dizziness after wearing the glasses inside the female character, Holly's apartment. As Nada's good buddy, Armitage stands on the same side with Nada, warned by Nada not to wear the sunglasses for too long to avoid the tiredness and dizziness. If the world with sunglasses is the one that causes dizziness and gives birth to cruel violence and crime, then isn't the group of members who invent those sunglasses more dangerous and cynical?

The sunglasses are transformed into filter-like tools functioning as translators. The lenses translate the 1%, who are the top-level members of the society into the form of aliens. The sunglasses wearers are controlled by the fits of anger that the sunglasses generate towards the 1% of people. Accordingly, the wearers cannot control their violent actions motivated by simple reasoning— the rich ones control us, we need to destroy them. Only admitting the permeation of one certain ideology from above overlooks the fact that counter-ideology is another kind of ideology. In other words, the view created by the sunglasses is another ideological machination and the sunglasses stand for a symbol of resentment towards the elite class.

The bifurcated settings of the characters impaired the plot of They Live since the narrative simply dividing cynicism from materialism: on the one side, people resist on conspiracy "plotted" by the government and attribute the nihilistic state of minds to brainwashing performed by the elite class; on the other side, people enjoy the pleasures brought by commodity fetish and consumerism. In other words, this difference of the two sides reflects the contradiction between "soul and body". However, film catalogues its characters by their monetary value: the poor and the rich. The poor are those who work hard and who love their families and surroundings, for example, the blue-collar workers. The rich people, on the contrary, release their desires and have no worry about hypocrisy and venality. Here the film suggests the bourgeoisie. The film places the two groups in such a strong comparison that nearly all the aliens or the traitors of human being are rich while all innocent people and the revolutionists are poor. This either-or fallacy is constructed through the perspective of the sunglass-wearers throughout the film.

The theoretical framework of the film is weakened by its naïve viewpoint on climate changing. In the film, the revolutionists accuse aliens and the rich for extreme changes in their environment. However, the accusation of the revolutionists is not sound since the climate problem should not be dogmatically attribute as a single-reasoned result.

The fighting scene between Nada and Armitage reflect a hesitant resistance towards escapism and an arduous belief in the political, if not omnipresent, correctness of the poor. Three layers of interpretation could be explained through careful analysis of the scene: first, the fight scene in fact reveals the success of the brainwashing manipulated by the government and alien invaders; second, since average people are in amnesia, they have to take longer time to understand and find out "the truth"; the third point is that average people in face become accomplices of the totalitarian power when the attack the "truth-teller" without careful investigation. I would point that the fighting scene also depicting Armitage's unwillingness and resistance to the sunglasses, the counter-ideology symbol of the current ruling ideology. His unwillingness and resistance mirror his previous brainwashing and control by the power of sunglasses. It is fair to say that Armitage still believes in the complexity of the world. His refusal also symbolizes a resistance to escapism, which means to dichotomize current reality into two oversimplified interpretations, the poor and the rich. By nailing the people who enjoy more monetary and social sources on the bull's eye, Artmitage and his peers could find an excuse for their unemployment, financial crisis, unhappy marriage and even all the bad lucks back to life. The escapism also suggests Artmiage's avoidance of being self-critical and objective. At the end, Armitage loses the fight and is forced to put on sunglasses to stand on the same side with Nada.

The female character, Holly Thompson, is also an interesting figure. She pretends to help Nada while knocking him down. She later appears in the revolutionary group under the disguise of innocence. She, however, turns out to be the final barricade of Nada's plan. She destroys the signal source to cut off the external influence given by signals. During the first meeting with Nada, she is introduced with the sunglasses. Why she chooses to stop Nada's plan at the risk of her life? Why does she keep in silence as many rich people do?

The perspective in They Live explains Holly's behavior. The whole film narrative is based on the perspective of Nada. Plenty of point-of-view shots reinforce the viewer's empathy with Nada; the camera follows Nada and shows what Nada perceives in the film. I would suggest that the image of Holly Thompson is a mirror image of Nada's soul, which crave for more critical reading of the reality.

As the sunglasses symbolize subliminal desires which triggers unobtainable high standard of material pleasure. These desires, however, also initiate hatred towards higher social group. In Holly's case, she symbolizes the sexual desire. The first shot that introduces Holly is an extreme low-angle close-up shot that captures Holly's hip in a wrap dress and her feet in high heels. Then, as Holly moves forward, the size of her body gets smaller and the shot turns into a long shot. This steady shot is relatively for the importance of the unnamed new character. This shot stimulates the viewer's interest in questioning the identity of the elegant back figure while highlighting the function of the female body — another physical desire of Nada. Both in the same scene and the latter one when Nada sees Holly during the revolutionist meeting, Holly is usually given much closer shots comparing to Nada. For example, in Holly's apartment, when Nada and Holly start their conversation, a series of shot/reverse shots are used. However, the sizes of images given to Nada and Holly are different. After Nada is given a medium shot, the camera reverses to Holly, who is usually given a close-up shot or at least a closer and bigger image of her face. The shot/reverse shots are achieved in the same location where there was plenty of space to move the camera to achieve a completely symmetrical visual effect as the shot/reverse shots usually provide. However, this enhancement on Holly's face stresses Nada's desire. I suggest being skeptical on the real identity of Holly regarding multiple illogic plots in her narrative.

Furthermore, the existence of aliens is also questionable. The film barely provides solid evidences to support the validity of images seen through the sunglasses. Comparing to the black and white world that the sunglasses project, the chromatic world is closer to the real world in the mind of a viewer. It is worthy to notice the after-effect caused by long period of sunglasses wearing, and when Nada and Armitage put on the contact lenses, they never take them off in the film. Following this logic, the final scene of destroying signal sources, and the frenetic "alien hunting" through sunglass lens could all hallucinations in Nada's mind shortly before his death. Just like what Walter Benjamin quotes Brecht, "Less than ever does the mere rejection of reality reveal anything about reality. A photograph …tells us next to nothing about these institutions." (Benjamin 1927-1934)

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Research on English Teaching Design of Chinese-Foreign Cooperative Education in Colleges and Universities

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Abstract: In the era of economic and development globalization, English has become a commonly used diplomatic language. In colleges and universities, how to carry out English teaching well plays an important role in improving students' social competitiveness. This paper takes Chinese-foreign cooperation in running schools as the starting point, to analyze English teaching design strategies to improve the quality of English teaching and cultivate students to be able to use English freely for conversation.
Keywords: Chinese-foreign cooperation; English; Teaching design

INTRODUCTION

At present, the internationalization of education has become a global trend. Chinese-foreign cooperation in running schools plays an increasingly important role in international education cooperation and exchange. On the one hand, this new school-running model designed for Chinese citizens by the Chinese-foreign cooperative education of disciplines, majors and courses has high requirements on foreign language skills. On the other hand, students' foreign language proficiency directly affects their learning of foreign special professional courses.

1. THE PURPOSE OF ENGLISH TEACHING OF CHINESE-FOREIGN COOPERATIVE EDUCATION

As a new thing in the field of education, Chinese-foreign cooperation in running schools has become one of the effective ways to improve the overall level of education. To fully accept and digest the high-quality educational resources of foreign universities, the first condition is that students must have a relatively solid foreign language communication ability, and have no obstacles in listening, speaking, reading and writing. At present, students are taught with traditional English teaching methods, and they have difficulties in English oral expression and listening comprehension. Reading and writing skills are limited by vocabulary and traditional thinking patterns, so that students cannot meet the language requirements for foreign universities within the specified time limit. Therefore, in order to improve students' English usage ability and lay a solid language foundation for later professional courses, the reform of English teaching mode in Chinese-foreign cooperative education has reached a critical period.

2. PROBLEMS IN ENGLISH TEACHING OF CHINESE-FOREIGN COOPERATIVE EDUCATION

Students' personal cognition affects their enthusiasm for English learning. Students hold the idea that English is just a language. They think that if they don’t go abroad, they don’t need to learn English in their future study and life, which leads to their low motivation for English learning. Students are aware of the importance of English, but the methods they have mastered are not correct, which leads to inefficient English learning and reduces their motivation to learn English. In addition, the overall situation of students affects the development of teachers' teaching tasks. And there have big differences in students' English level and family backgrounds, and the balance of English learning in the classroom is not high. In terms of teaching facilities, there is a lack of rationality in the layout design and version updating of higher vocational English textbooks.

3. ENGLISH TEACHING DESIGN MEASURES FOR CHINESE-FOREIGN COOPERATIVE EDUCATION

3.1 Designing a teaching model that combines multiple teaching methods

In the case of Chinese-foreign cooperative education in universities, the effect of classroom teaching is important to the cultivation of English. Based on the theoretical knowledge input into textbooks, language acquisition requires sufficient practical effects, and English learning environment is one of the important determinants of classroom effectiveness. According to the characteristics of each course, teachers of the college adopt different teaching methods to create the best learning environment. The situational teaching method turns the classroom into a restaurant, hotel, airport, business meeting room, etc., so that students can slowly transition from the "learning" stage to the "acquisition" stage under specific circumstances. The teaching method of this project is mainly used for students to use knowledge points to promote students' English "acquisition", for instance, in reading class, after learning the context and vocabulary, the teacher asks students to make use of the knowledge they have learned in the group to make English movies. Traditional grammar translation teaching is an indispensable teaching method to ensure students' "learning", which helps students consolidate grammar points and understand difficult sentences in English.

3.2 Establishing a flexible and comprehensive assessment mechanism in the classroom

Under the Chinese-foreign cooperation in running a school, the establishment of effective evaluation of teaching effect is the key to the success of English teaching. In the whole teaching activities, students should take examinations. Formative evaluation plays an important role in controlling students' learning level and improving teaching quality. On the premise of acquisition hypothesis, learning hypothesis and affective filter hypothesis, college English teaching adopts the combination of formative assessment and summative assessment to help students to understand their learning effect in time, adjust their learning methods, stimulate their learning enthusiasm and gradually develop good learning habits. What's more, in order to help teachers understand the impact of teaching on teaching progress and methods, the main indicators to evaluate the usual performance include class attendance, class performance, classroom speech, oral examination, term paper, and usual homework. This test method combines acquisition with learning, so that students can internalize knowledge into their own language ability, and use language to communicate to achieve the best level of learning results.

3.3 Setting up second classroom activities

In the case of Chinese-foreign cooperation in running schools, some students are anxious, which hinders their language learning. Therefore, the establishment of a relaxed language learning environment can promote language acquisition. In addition to classroom teaching, the class also organizes students to form interest groups. Each group has a foreign teacher or a Chinese teacher, and each group must carry out at least one special English activity every academic year, which enables students to use the language naturally in relaxed activities. The college makes full use of the advantages of professional and foreign teachers and combines educational philosophy with innovative spirit and corporate spirit to explore the possibility of carrying out English interdisciplinary activities and organize exhibitions on students' achievements in various English activities, as well as film English achievement videos. This kind of activity can train students' English practical ability, reduce their anxiety in class, and help them form the habit of thinking about English unconsciously.

3.4 Creating group situation teaching mode

In traditional education, teachers are in the leading position, and students have no autonomy. This single way of education is not good for students, so we must give full play to students' subjectivity. The current situational teaching method is usually that teachers explain the content of the course,and students only listen, which do not get a good learning effect. Therefore, teachers need to constantly reform and innovate situational teaching methods, and improve students' learning interest and teaching quality by creating a scientific situational teaching mode. The situational teaching mode of group discussion and cooperation can stimulate students' learning interest. The form of group cooperative learning is a more effective way of implementation in task-based teaching. Through students' self-communication on problems and mutual expression of their views, problems can be better solved and students' sense of creativity and cooperation and mutual benefit can be promoted. Through this method, students' comprehensive ability can be comprehensively improved, and communication between students and teachers can be facilitated. The group learning mode enables students to actively participate in the classroom situation. In the situational teaching mode, teachers should try every means to find all the ways to improve students' desire for knowledge. They may as well create a competitive situational teaching mode and establish a competitive mechanism to make English learning full of fun and enhance students' love for English class, so as to improve the efficiency of English teaching and achieve better teaching effect.

4. CONCLUSION

The English teaching design in higher vocational teaching should be based on the current situation and existing problems of classroom teaching, so that students can get rid of the traditional teaching mode and participate in the new classroom teaching more actively. English in college classroom is helpful to improve the efficiency and quality of classroom teaching. Therefore, teachers should learn to design situational teaching mode, improve students' love for English learning, activate English classroom atmosphere, and create teaching mode that helps to stimulate students' desire for knowledge, so that students can experience the joy of learning English in situational teaching, and their confidence can be enhanced, and finally the quality of English situational teaching can be further improved.

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Dynamic Analysis of Economic Stability under the Framework of Newly Open Macroeconomics

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Abstract: Since the reform and opening up, economy of China has developed rapidly, catching up with and surpassing European and American countries, and has become the second largest economy in the world, breaking the world economic pattern and affecting the stability of the world economy. There is a close relationship between bounded rationality and economic stability, which is also an important means to analyze economic stability at present. This paper studies the theory and application of Newly Open Macroeconomics, makes a dynamic analysis of the stability of the world economy, and points out the relevant problems and solutions to provide support for the stable development of the world economy.
Keywords: Newly Open Macroeconomics; Economic stability; Dynamic analysis

INTRODUCTION

Global economic integration has now become an inevitable development trend, showing trade in goods and trade in services. With the rapid development of our country's economy, the influence in the world is increasing year by year, which has also broken the world economic pattern and impacted the stability of the world economy to a certain extent [1]. The analysis of economic stability of under the framework of Newly Open Macroeconomics can lock in the uncertain factors, and then formulate countermeasures to enhance the stability of the macro-economy and ensure the stable and orderly development of the national economy and even the world economy, which is the key content of the current research.

1. THE BASIC CONCEPTS OF NEWLY OPEN MACROECONOMICS

The concept of Newly Open Macroeconomics was put forward by foreign scholars by incorporating optimization behavior into the general equilibrium model (Redux Model) [2]. Its framework includes the market structure of monopolistic competition and sticky price hypothesis. Many subsequent scholars supplement the content of Newly Open Macroeconomics and optimize the framework of Newly Open Macroeconomics. Different from the traditional open economics, Newly Open Macroeconomics assumes that the original economic system will always remain stable without being disturbed by external shocks, and the research on micro-subjects is forward-looking. And after the end of external interference, the economic system will converge and return to a stable state.

At present, the domestic research on Newly Open Macroeconomics is still in its infancy. Domestic scholars have summarized the development process and the latest development of Newly Open Macroeconomics, which has triggered the upsurge of the research on Newly Open Macroeconomics, but most of the research is limited to the exchange rate and its related policy areas. The existence of the theory of open economy is an important prerequisite for global economic integration. It is precisely because of the existence of the theory of open economy that the major factors of production can span the restrictions between countries and match flexibly in the world. It is people's decision-making that determines the circulation of production factors. In order to ensure the stable operation of the economy, people need to make an expectation of the future economic development when making decisions, that is, to conduct a macro interactive study on the national economy to determine the interference factors and expected results of the macroeconomic stability and give guidance to people's decision-making that affects economic development [3].

2. FACTORS INFLUENCING ECONOMIC STABILITY UNDER THE FRAMEWORK OF NEWLY OPEN MACROECONOMICS

2.1 High foreign uncertainty and low domestic uncertainty

Under the traditional theory of open economy, bounded rational expectations are mostly based on group behavior, because there is only the influencing factor of group behavior parameters, which directly determines the output of production factors and inflation. And the determination is manifested as dynamic persistence, and the impact is shown in Figure 1. Through the analysis of the output situation in Figure 1, it is found that for a medium degree of trade openness, the trade activities between the two economies in the figure are similar, that is, the domestic goods purchased by domestic consumers and foreign goods are equivalent [4]. Through dynamic analysis, it is found that the sustainability of our country's economy is significantly higher than that of foreign economies, and the main reason for this kind of situation is that residents' beliefs affect economic sustainability, which is manifested as a positive correlation. It can be seen that for different countries, under the same basic conditions, the expected results of the market economy after bounded rational analysis are still not completely similar.

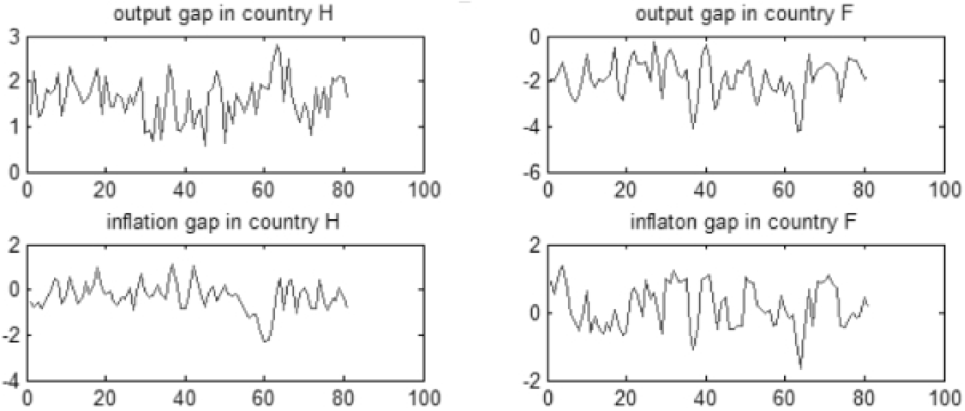

Figure 1 The dynamic and continuous relationship between output and inflation under different group behavior parameters

2.2 Foreign high value stickiness and domestic low value stickiness

Value stickiness is a key subject of macroeconomics research. It has the function of analyzing price fluctuations in a short period of time in macroeconomics, and it can also affect individual decision-making in a micro state. It can be said that it has an important link between macroeconomics and microeconomics. Value stickiness can be completed with the help of the Phillips Curve Framework, as shown in Figure 2. From the dynamic analysis of the model, we know that when the country's value stickiness is relatively high, the output coefficient and the first-order autocorrelation coefficient of output lag are significantly higher than those of other countries. And when the country's value stickiness is low, the economic cycle will increase synchronously. Conversely, when the country's price stickiness is high, the economic cycle will increase simultaneously. Both the current correlation coefficient and the lagging first-order correlation coefficient of the output of the two countries show a high negative correlation. In summary, national value stickiness has a deteriorating effect on the counter-cyclical phenomenon of the national economy, and efforts should be made to reduce value stickiness.

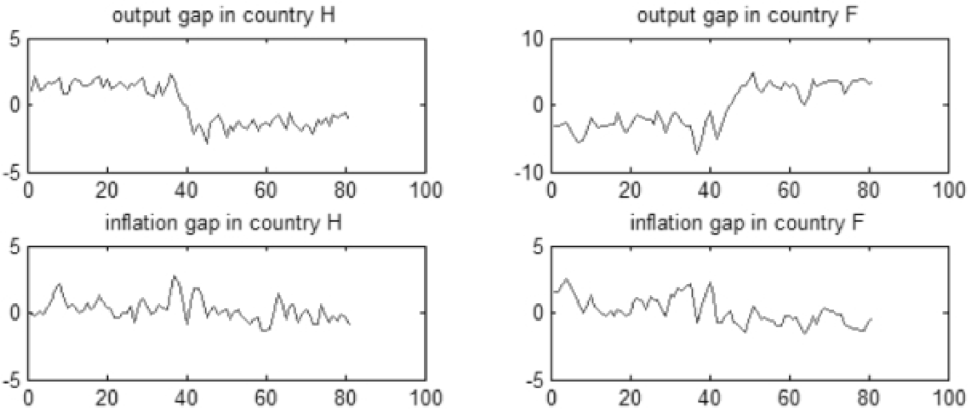

Figure 2 The dynamic and continuous relationship between output and inflation under different value stickiness

2.3 Different impacts of the degree of trade openness

(1) The situation when trade openness is low.

Under the background of global economic integration, the stability of international economic situation will be affected by the degree of national trade openness. When the degree of national trade openness is low, the higher internal economic instability will be effectively blocked within the country, and will not spread abroad and cause international economic fluctuations. The specific impact is shown in Figure 3. Through the dynamic analysis of the model, it is found that the slope coefficient of is curve and Phillips Curve is relatively small when the trade degree is low, and the international spillover benefit is low at this time. The reason is that in the case of low trade openness, the persistence of output and inflation is mainly affected by the internal transmission mechanism of the country, and they show a positive correlation [5]. According to the figure, with the increase of the degree of trade development, the national economy will show cyclical changes. When the degree of trade openness increases to above the medium degree of trade openness, the cyclical changes will vary. Therefore, when the degree of trade openness is low, appropriately increasing the degree of trade openness is conducive to enhancing international economic stability.

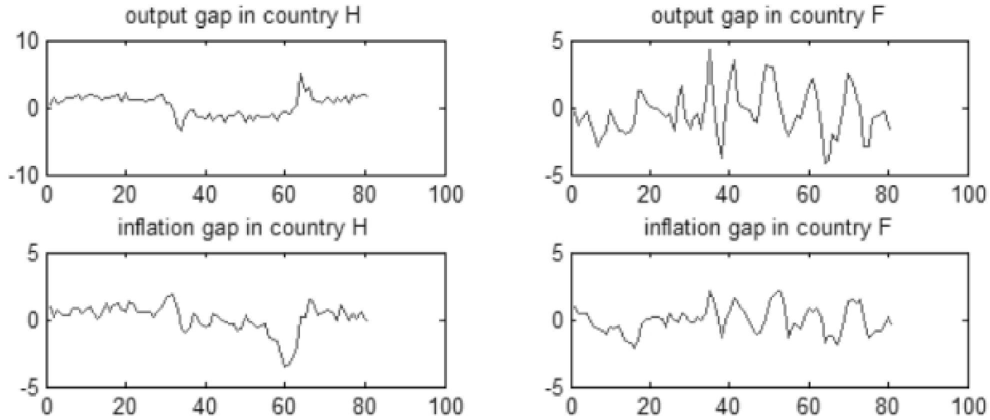

Figure 3 The dynamic and continuous relationship between output and inflation when the degree of trade development is low

(2) The situation when the degree of trade openness is high.

Different from the lower degree of trade openness, with the increase of trade openness, inflation will be more dynamic, while the impact of output is not clear, which is shown in Figure 4. The dynamic analysis of the model shows that the dynamic persistence of output increases with the higher degree of trade openness, while the residents' behavior will not affect the output. Therefore, when the degree of trade openness is higher, it does not indicate the synchronization of international business cycle.

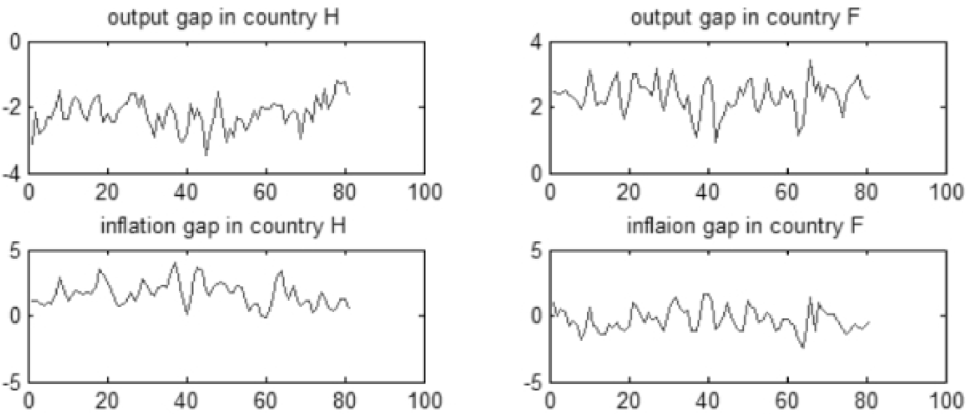

Figure 4 The dynamic and continuous relationship between output and inflation when the degree of trade openness is high

3. CONCLUSION

Under the background of the continuous deepening of global economic integration, the macroeconomic stability of the national economy directly determines the development of the national economy and even the development of the world economy, and it is also an important means of problem and countermeasure analysis. In terms of the current global macroeconomic situation, there are output gaps that are synchronized and the gaps have large fluctuations, the impact of economic main structure parameters on business cycle fluctuations, the impact of residents' beliefs on economic sustainability, and the characteristics of price dynamics and sustainability, as well as the influence of national internal transmission mechanisms on economic stability and other factors affecting economic stability. Therefore, it is necessary to establish targeted policy systems to ensure macroeconomic stability and provide a guarantee for the sustained and stable development of the global economy.

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A Study on the Relationship Between Class Conflicts and Productivity in the Tudor Dynasty

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Abstract: During the Tudor dynasty, productivity increased significantly, and the old-fashioned relations of production could no longer maintain normal social order. The emerging bourgeoisie had to seek a favorable political environment for its own class and control a lot of land and political power if it wanted to develop further. The privileged class is also actively defending their power. This article believes that the driving force of the conflict between royal power and religious power during the Tudor Dynasty was the great development of productivity in this period.
Keywords: Tudor Dynasty; Economy; Productivity

1. INTRODUCTION

The Tudor Dynasty was an important period in the transition from a feudal society to a capitalist society in Britain. When Henry Tudor won the War of the Roses and entered Britain in 1485, Britain was an agricultural society with a population of more than two million (Williams, 1971). By 1540, the total population had reached three million, 3.5 million in 1570, and 4.5 million in 1603. (Thomas, 1994) It can be seen that throughout the Tudor dynasty, the total population of the United Kingdom has been continuously increasing. As the population increased, the demographic dividend gradually appeared. The increased population not only met the needs of agricultural production, but the enclosure movement pushed a large amount of surplus cheap labor into the fields of industry and commodity trade. With the improvement of production tools and power system, the feudal guild and feudal manor economy gradually disintegrated, the commercial and industrial sectors have made considerable progress, and capitalist factors have begun to flourish.

2. THE INCREASE IN AGRICULTURAL PRODUCTIVITY HAS LAID THE FOUNDATION FOR ECONOMIC DEVELOPMENT

During the Tudor Dynasty, the agricultural economy and the township economy promoted each other and developed together, which effectively promoted the transition of British society from feudalism to capitalism. Agriculture was the most important economic sector in England in the Middle Ages, and its rise and fall had a significant impact on the entire social economy. One of the main manifestations of agricultural production progress is the increase in agricultural labor productivity, which provides the basis for all social progress, and above all the basis of capitalist productivity. (Wang Naiyao, 1992) Marx believes that agricultural labor productivity, which exceeds the individual needs of laborers, is the basis of all societies, and especially the basis of capitalist production. In recent years, some British experts and scholars have discovered through careful research that the British agricultural production technology in the Middle Ages is constantly progressing and developing, especially in the late Middle Ages. After studying the agricultural development of Norfolk in the Middle Ages, the British scholar Campbell concluded: "Obviously, in the 13th and 14th centuries, there were a considerable number of areas where agriculture not only made progress, but also was fruitful."(Campbell, 1983). In addition, British economic historian Crickey stated in the preface of his book "Agricultural revolution" that "The British Agricultural Revolution occurred in the 16th and 17th centuries, not in the 18th and 19th centuries" (Mingay, 1969). Around the 16th century, ploughs were improved, and farmers made different styles of ploughs according to local conditions. The production of ploughs at that time also became more specialized. Compared with the previous ploughs, these ploughs used more iron in structure. After long-term improvement, this iron plow is more and more adapted to the needs of farming. Together with the "up-and-down husbandry" farming method and the advancement of fertilization technology, it has greatly improved the efficiency of agricultural production and promoted the productivity of British society. The remarkable progress of the agricultural economy during the Tudor Dynasty was mainly manifested in the innovation of agricultural production technology and the increase of agricultural labor productivity and surplus rate. The agricultural labor productivity and surplus rate at the end of the 16th century increased by 130% and 70% respectively from those at the end of the 13th century .(Wang Naiyao, 1997)

As the agricultural economy progressed, the relations of production in agriculture have also undergone qualitative changes. The popularity of currency rent and the development of the enclosure movement broke the old feudal relations of production and created favorable conditions for the development and growth of the emerging bourgeoisie. From the end of the 13th century, the labor rent began to change to currency rent. By the 15th century, almost all peasants switched to currency rent and were redeemed for freedom (Kosminsky, 1957), which led the development of British serfdom to disintegration. The prevalence of currency rent also promoted the differentiation of the peasant class. When a few wealthy peasants sold grain, they often waited for the price, and were not eager to sell their grains to prevent losses. Instead, they obtained high profits. However, most farmers need to pay taxes on time, so they can only sell agricultural products at low prices. Their economic status is deteriorating (Kosminsky, 1957), and some even have nothing. They need to find another way to survive and provide cheap labor for the development of capitalism.

The Tudor dynasty vigorously promoted mercantilist policies to expand wealth accumulation. Among the structure of feudal land ownership in the Middle Ages in England, monastery land ownership is an important part of it. Therefore, confiscation of church land and property is an important way for the royal family to accumulate wealth. At the end of the 16th century, under the impact of the price revolution, British currency rents rose rapidly. Because the old nobles' land leases sometimes lasted as long as 99 years, and the rents were relatively stable, the actual income of the old nobles' land fell sharply year by year. The economy is increasingly constrained, and their social status is also declining. Compared with those squires who operate in a capitalist manner, due to the short period of land leases and the constant increase in rents, they can keep up with the changes in currency inflation. As a result, wealth is rapidly expanding, social status is also rising, and power is growing. Marx believed that the real estate of the squire is no longer feudal property, but bourgeois property.

3. THE BUSINESS PROMOTES THE GROWTH OF THE EMERGING BOURGEOISIE

During the Tudor dynasty, the development of British agricultural productivity continuously stimulated the township economy, provided sufficient commercial grain, raw materials and markets for the development of township industries, and provided a reliable guarantee for the sustained and stable development of British township industries. Britain's township industry, especially the wool textile industry, has developed rapidly. Woolen products are not only for domestic consumption, but also exported abroad. The first king of the Tudor Dynasty, Henry VII (1485-1509) and the Netherlands concluded the "Great Commerce" Treaty. Henry VII, the "King of Merchants", dumped the low-priced British woolen cloth and other industrial products to the Netherlands. , While rapidly promoting the development of the British woolen industry, it also accelerated the decline of the Dutch woolen industry. Later, this trade policy was followed by successive kings. The woolen industry in the United Kingdom developed to the end of the 16th century and it was quite common, with a population of up to 2 million people engaged in related occupations, and it had become one of the most popular industries at that time. In the wool textile industry, capitalist production relations have developed considerably. Capitalist handicraft factories are almost all over the UK, and the emerging bourgeoisie is growing. The squires and Yeoman with bourgeois tendencies in the rural areas continue to join their ranks, which makes the bourgeoisie stronger than ever. During the Tudor dynasty, the domestic and foreign markets were very active, which also hit the traditional natural economy to a certain extent and promoted the development of the capitalist economy.

4. THE DEVELOPMENT OF WORLD TRADE COMPLETED THE PRIMITIVE ACCUMULATION OF CAPITALISM

With the significant increase in agricultural productivity and the development of township industries, the amount of surplus products in the society has grown rapidly, which has promoted the prosperity of the commodity economy, which is manifested in the expansion of domestic and foreign markets. The Tudor rulers extended the idea of accumulating wealth beyond the islands, looked at the world, incorporated their own economy into the world economy, established an export-oriented economic model, worked hard to open up the world market, and worked hard to promote their own economy to seize a place in the world economic system.

To the west, Britain opened up the American market. In 1497, Henry VII issued an ocean-going charter to explorer John Capote, hoping that he could find a new route to the east along the northwest direction. After Britain defeated Spain's "Invincible Fleet" in 1588, the new route to the Americas was unimpeded. To the north, Britain established commercial and trade ties with Russia and used this as a base to open up the Central Asian market. In 1553, the British expedition sailed to the northeast and formally established trade ties with the Principality of Moscow. To the south, Britain will develop business relations with North Africa and West African countries. During the reign of Queen Elizabeth I, British trade activities in North and West Africa became more frequent and expanded. To the east, Britain resumed trade with the Mediterranean region and opened up trade with eastern countries such as India. As early as the 1680s, the British colonial trade tentacles began to extend to India in the east. In 1600, London merchants established the famous "East India Company" with the support of Queen Elizabeth I (Chen Hansheng, 2010).

In summary, British overseas trade is more or less mixed with royal interests, so the royal family and the emerging bourgeoisie are closely linked and form a community of interests. By the 17th century, almost all parts of the world had been covered by British businessmen, the blocked agricultural economy was broken, and the British economy lived up to expectations and entered the path of the world economy and occupied a pivotal position. Although there is no lack of robber-style violent plunder, capitalism has completed a strong primitive accumulation in trade activities, which has promoted the rapid growth of the economic power of the emerging British bourgeoisie.

5. CONCLUSION

The development and growth of capitalism is essentially the growth of the emerging bourgeoisie represented by the royal family, which is strong enough to compete with the Pope. "In the field of production, the relations of production surrounding the distribution of property (ownership of production means and products) constitute the final determinant of the development of class formation and class conflict" (Li Yingming, 1991). In other words, the emergence of new classes and class conflicts are both derived from changes in productivity and production relations. Classes are related to the existence of private property. Only in society some people have private rights and control over the means of production. , And when another group of people do not have this power, conflicts may occur. Therefore, the driving force of the class conflict in the Tudor period was the incoordination between productive forces and the original feudal and conservative production relations.

ACKNOWLEDGEMENT

This paper is supported by the project for Youths under the 13th Five-Year Plan of Suzhou Educational Science 2019: Conflict and Compromise: the Growth of Universities in Tudor Dynasty of the U.K. (192112579)

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Practical Research on Art Steam Course in Smart Classroom Environment

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Abstract: steam education focuses on the integration and reform of curriculum structure, emphasizes comprehensive practical activities as the basis of education, and highlights the essence and core of students' experience and life. The development of art curriculum in normal universities should follow the growth law of students, carry out in-depth exploration around the cultivation of students' core literacy, emphasize image literacy, art performance, aesthetic judgment, creative practice, cultural understanding and other core literacy, and guide students to solve art problems and life problems by means of Interdisciplinary Art. Therefore, art education should start from the perspective of students' growth reality, pay attention to students' all-round growth, adhere to the education orientation of students' comprehensive quality development, find problems in real life situations and transform them into activity themes, and complete teaching activities by means of exploration, participation, experience and practice. Smart classroom is an important product of modern science and technology. The author relies on the smart classroom to complete the construction of art steam course, lead students to experience the fun of art learning in an open and shared environment, and activate students' interest in art and learning attitude.

Keywords: smart classroom; Normal University; fine arts; steam course

INTRODUCTION

With the rapid development of modern society, our country urgently needs a large number of high-quality talents suitable for the development of the times. Normal students are mainly engaged in education after graduation. Their comprehensive ability will directly affect their state and performance after entering the work position. Therefore, the importance of normal students' innovative thinking and problem-solving ability is more prominent. Educators in normal colleges and universities should build a platform for students to explore activities, encourage and guide students to innovate and practice, steam course can well meet the needs of education. Steam education in art courses can guide students to complete knowledge transfer and improve their ability of understanding and using knowledge. Steam education not only integrates the knowledge of five disciplines, but also puts forward a new way of learning. The relevance between life and learning has been further strengthened. Students can actively complete the activities that they are interested in and closely related to life. Knowledge transfer and interdisciplinary integration are completed unconsciously and effectively, and students' creativity is growing rapidly at the same time It's fun and experience.

1. ANALYSIS OF THE CHARACTERISTICS OF ART STEAM COURSE

1.1 Interdisciplinary learning

Steam education focuses on interdisciplinary learning. Compared with ordinary art courses and focusing on the limitations of art education, the author actively integrates ergonomics, multimedia technology, industrial design, music, art, humanities and other disciplines into the art steam course and develops comprehensive teaching. Interdisciplinary learning not only pays attention to the study of art knowledge, but also effectively integrates multiple disciplines, realizes the comprehensive improvement of students' interest in learning, effectively attracts students with various hobbies to devote themselves to the art steam course, and stimulates students' creativity and cohesion.

1.2 Creative experience

Steam course and other basic courses all pay close attention to students' practical exploration. Teachers should actively guide students to complete various activities such as data collection, investigation and research, field investigation, etc. in teaching activities, and carry out design according to the needs after obtaining the necessary information. Steam course integrates science, technology, engineering, art, mathematics and other theoretical contents, which provides students with practical opportunities and effectively avoids the limitations of learning activities. In steam art course, students can obtain the ability of problem-solving and practical participation. Steam course realizes the combination of theory and practice.

1.3 Art fusion

Compared with the traditional stem education, steam education adds art disciplines, whose scope goes beyond the concept of art. The effective connection of interdisciplinary makes humanities and art more prominent. Art educators should only grasp the development opportunity, pay attention to the aesthetic and visual value of art in steam concept, so that science and art can better integrate into art, and examine scientific rationality from multiple perspectives The beauty of art. The integration of art into science and mathematics can help students better grasp the profound logical relationship. The integration of art makes steam course both rational and perceptual, and better show the value of art.

2.TEACHING PRACTICE OF ART STEAM COURSE IN SMART CLASSROOM ENVIRONMENT

Smart classroom is conducive to the presentation of teaching content, acquisition of learning resources and classroom interaction. It has a very significant function of environmental management and emotional perception. The development of technology provides the foundation for the construction of smart teachers. Smart classroom also involves hardware facilities and software support. Hardware includes tablet computer, touch all-in-one machine, audio, tables and chairs, etc., while software includes intelligent recording and playing software, teaching interactive software, digital resources, etc. Hardware and software together form an efficient and interactive teaching environment, students get open learning space and improve the speed of information acquisition, and the quality of information construction has been comprehensively improved. The author takes the course "appliance design for better life" as an example to explain the practice of art steam course in the smart classroom environment

2.1 Analysis of steam elements in Fine Arts

Daniel, an American scholar, summarizes and analyzes the relationship between human brain. He believes that the left brain focuses on the understanding of literal meaning and detailed analysis, while the right brain focuses on situational context and global analysis. Based on this, the author interprets the steam concept. Science, technology, engineering, mathematics and so on are inseparable from testing and calculation, which belong to the category of left brain thinking, while the perceptual interpretation and creative thinking of the right brain are more comprehensive. Art courses are more dependent on the right brain thinking. Therefore, educators must carry out targeted training around the left and right brain, which is very important for students The development of thinking plays a positive role[1].

2.2 design of scientific elements

Scientific exploration is the basis of steam course learning. In the course design, the author first uses the knowledge of "Ergonomics" to carry out teaching activities, and uses interesting games to guide students to feel the changes that "Ergonomics" brings to our lives. Students soon found that the sofa, chair, table and other appliances in the original life were designed with consideration of physical health and psychological needs. Stability and comfort is an important direction of scientific design. This will make students not only consider the aesthetic factors in the design, but also implement the "people-oriented" concept, and try to carry out more scientific design.

2.3 Design of technical elements

The design in the smart classroom environment to carry out learning activities, technology plays an important role in the art classroom. In learning and practice, students need to use the app in the tablet computer to assist learning and practice. They have absorbed a wider range of knowledge and materials from the Internet, which has laid a solid foundation for students to expand their horizons and activate their thinking. Teachers guide students to collect and organize pictures, videos and other materials with the help of relevant apps. The introduction of technology not only satisfies the curiosity of students, but also enhances their enthusiasm, which also has a continuous impact on students. They can search the content they are interested in according to their own interests, and become more focused and professiona[2].l.

2.4 design of engineering elements

The design of engineering project provides a broader display platform for students' steam practice activities. In teaching activities, teachers guide students to be divided into several groups. Each group chooses specific projects according to their own interests and research. Furniture design, appliance design, scene design, model making and so on can be selected as the objects of group design projects. Finally, students will choose their own projects The success of the design is presented in the form of material object. The effect and quality of steam course should be based on the final results, which is similar to the project assignment in project learning. The engineering assignment of art project becomes the teaching achievement of steam course[3]..

2.5 Design of art elements

Art emphasizes emotion, which also injects soul into the art steam course. Students show the characteristics of art learning through the whole process of appreciating beauty, thinking beauty and displaying beauty. The students study the life utensils and feel the beauty of different shapes. At the same time, they activate the inspiration, discuss the research and finally complete the design, effectively express their feelings and show their understanding of beauty.

ACKNOWLEDGEMENT

This paper is supported by the research on teaching reform of primary school art curriculum and teaching theory based on steam concept.NO.JG2020009.

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Research on Flow of Coking Chemical Process and Application of New Process

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Abstract: As the third-largest country in terms of territory, China has abundant coal resources. Coal reserves rank the third in the world, and coking tar occupies a majority of the reserves. In the traditional coking chemical process, coke is used as the combustion material used before blast furnace production. During the coke making process, charcoal gas will be generated at the tuyere of the coke oven, which can easily cause chemical reactions inside the coke oven. It will cause adverse effects and cause a series of problems such as environmental pollution. Therefore, this paper focuses on the flow of coking chemical process and the specific applications of some new processes that have emerged so far.
Keywords: Coke; Coking chemical process; New process

INTRODUCTION

In recent years, coking industry in China has developed rapidly. The cost of coking coal and the production cost of coke have been gradually decreasing, and the improvement of coke product quality is also a concern. Countries all over the world are looking for new technologies that can increase the source of raw coal. The production process of coking chemical process is mainly divided into the following steps: the preliminary preparation of the coal materials for coking, the coke oven structure and production process of the production plant, the thermal engineering of coke oven, and the coke production process of coking with inferior coal.

1. MAIN CONTENT OF COKING CHEMICAL PROCESS

The condition of the coking chemical process is that the coking coal is heated to about 1100 degrees Celsius under the condition of air isolation [1], and this process is high-temperature carbonization. The carbon content and pore occupancy rate of this coke is relatively high, and the temperature is relatively high, which has important influence on blast furnace ironmaking, including dye, reducing agent and support. Coking chemical products are also important chemical raw materials, so the process of coking production has become one of the important links in the modern steel-making industry.

Coking coal is a raw material for coking. It has good cohesiveness and volatility, and it is one of the raw materials for traditional coking. When heated, coking coal can be transformed into coke with good thermal stability. In the coking process alone, coking coal with large block size, less cracks, high crushing resistance and excellent wear resistance will be obtained. However, the expansion pressure required in the production process is large, and it is somewhat difficulty in the coke pushing process. In the coal far coke making, coking coal will act as a coke skeleton and alleviate shrinkage stress to increase the mechanical strength of the coke. It is an important raw material for coking. And it is necessary to coke with different proportions of rich coal, lean coal, and gas coal according to the different properties of the coke.

2. COKING PROCESS

At present, the coke production process of most domestic coking enterprises is roughly divided into four parts: washing raw coal, proportioning production coal, coking reaction and coke post-treatment. The purpose of the first step is to reduce the impurities in the coal that affect the coke. The coal preparation process is to mix the coal with different coking grades according to the requirements to increase the range of coking coal and improve the quality of coke. And it aims to produce more chemical products with limited coal resources, and improve the productivity [2]. The coking process is to load the raw materials in the workshop into the coal tower, and take out the coal from the coal tower with the coal truck according to the operation plan. The quantity of coal in this process is measured, and the coal is then put into the coalification chamber for high-temperature dry distillation after the coal is appropriately metered, and coke and raw gas will be produced after this process. For the preparation of coking products, firstly, after the coke in the coking chamber matures, the mature coke is put into the quenching tower and sprayed with water, and then the coke is sent to the coke cooling station for cooling, and finally the coke is screened and stored separately.

In order to improve the coking production conditions and increase the production efficiency, the coking process is not only mechanized and automated, but also equipped with smoke control, sewage treatment devices and electronic computer technology, so that the specifications of coke oven are more and more larger, and the area of the carbonization chamber is slightly increased. In addition, the production capacity of coke ovens will be increased by reducing the thickness of coke oven wall and replacing the furnace wall bricks with better thermal conductivity.

3. APPLICATION OF NEW TECHNOLOGY IN COKING CHEMICAL PROCESS

3.1 Tamping coking technology

China is an earlier country using tamping coking technology. This technology increases the content of good volatile components, weak caking or non caking cheap coal in coal blending, and increases the resources of coking coal. The advantage of this technology is to save non-renewable coking coal resources, reduce production cost, and improve the mechanical strength and post reaction strength of the coke. Compared with the traditional process, the tamping coke oven can reduce the frequency of coking under the same quality conditions, reduce the mechanical wear rate and labor intensity, improve the operating environment, and reduce the discharge of gas. The equipment cost of tamping coke ovens is relatively high, but the production efficiency has also increased. And the technology includes tamping technology with improved coke oven process, and automation and institutional technology. The strength also meets the requirements of coke organization, and it reduces coke ratio, saves resources and reduces loss, and increases market competitiveness.

3.2 Energy-saving technology of coking chemical process

The coking process will directly affect the loss of coking, including the water content of the raw coal, the temperature of coking core and the temperature of coking space, and energy saving and emission reduction can be carried out from these three parts to reduce the loss of coking. Some energy-saving technologies can also be used, such as the use of coke oven waste heat and coke dry quenching technology. This technology can recover the heat taken away by the coke at a temperature of 1,000 degrees Celsius, and then return the heat to reuse, or use the generated heat to generate electricity and provide it to the original machine. This technology has great potential for recycling.

3.3 Coal blending coking technology with wet ground coke powder

To put waste chemicals with higher carbon content into coking coal can increase coke strength, expand coking capital, and reduce coking costs. After investigation, the low-cost and easy-to-extract waste chemical is coke powder from the coking plant. However, the ratio between waste chemicals and coking coal needs to be tested to select the best parameters to ensure the improvement of coke quality. The traditional process uses dry grinding, which consumes more energy and is prone to pollution such as flue gas and dust. In view of this defect, the wet grinding process of coke powder is developed. The annual processing capacity of coke powder is about 30000 tons. The steps are mainly divided into: coke powder screening, grinding, transportation and batching. The production cycle can be reduced, the operation is simplified, there is no pollution, the cost is reduced, and the production efficiency is improved. This technology is widely used in the domestic coking industry, and this technology in China is in a leading position in the world and has universal promotion and utilization value.

4. NEW TECHNOLOGY IN COKING CHEMICAL PROCESS ABROAD

4.1 Coking process of Nittetsu forming coal

The technology is developed in Nippon Steel Company of Japan. About 30% of the traditional coal is separated from the conveyor belt. First, it is crushed to less than 3 mm. Then it is fused with the special binder, and then it is mixed and refined by the mixer, and finally formed [3]. The company has six KM53 coke ovens and three sets of dry quenching furnaces, which is beneficial to the maintenance and operation of blast furnace. Under the condition of insufficient low caking coal, dry quenching has prominent advantages. Compared with wet quenching, Cri of dry quenching has a certain degree of reduction and there is little difference in full coke screening. However, due to the growth of coke quality, the production capacity is improved [4].

4.2 Coking process of domestic briquette

In this method, non-caking coal is crushed and mixed by mixer, then formed by briquetting machine, and finally put into coke oven for coking. Non-coking coal can be used in this process. And non-caking coal can account for more than 20% of the total proportioning coal, low volatile coal is about 10%, and non-caking coal in briquette is as high as 70%. When the briquetting machine works synchronously with the coal tower equipment, there is no need to build the chute or set the cooling conveyor belt, which greatly reduces the infrastructure investment.

5. CONCLUSION

That using the links of coking chemical process, adopting appropriate coking equipment and understanding its working principle can improve the quality of coking products and reduce production costs. In addition, reasonably selection of new coking process can increase coking efficiency, save energy consumption and improve the income of enterprises.

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Protection and Inheritance of Chinese National Music----Taking Ethnic Minority Music as an Example

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Abstract:With the continuous advancement of modernization, globalization and other factors, the survival of culture of ethic minority music is facing a certain crisis. Because of the important value, we should strengthen its protection so that it can continue in the cultural pattern of modern world. From the perspectives of "the relationship between development", “inheritance and protection" and "the study of specific countermeasures", this paper analyzes and studies the inheritance and protection of ethic minority music, and comes to the conclusion that the joint practice of "self" and "other" should be put in the first place.

Keywords: ethic minority music; protection and inheritance; Chinese national music

INTRODUCTION

From the perspective of the relationship between music and culture, music participates in and constructs a nation's customs and beliefs, and promotes the formation of national history. Ethic minority music is the treasure of Chinese culture. It embodies and constructs the spiritual home and belief world of minorities with its unique form and way. However, under the influence of globalization, modernization and other factors, there are some new problems in the inheritance, protection and development of culture of ethic minority music. The culture of ethnic minorities has its own unique charm, and its music culture is rich and diverse, with distinctive personalities, and is also facing the same cultural crisis. Therefore, in the face of today's world economic, political and cultural impact, how to maintain the uniqueness of ethic minority music itself, this is the problem we should think about.

1. THE UNDERSTANDING OF THE EXISTING SITUATION AND THE MODERNITY DILEMMA OF ETHIC MINORITY MUSIC IN CHINA

We need to build on a kind of cultural consciousness, and then consciously gradually recognize and grasp it, and try our best to excavate the resources of music culture that have not been discovered by us. Since the 21st century, project has made all levels of the country pay more attention to the music and cultural heritage of ethnic minorities in China, it is also faced with many modern dilemmas. As an important part of people's daily life, heritage of music culture depends on its specific social and cultural environment, and is changeable due to its changes.

1.1 Changing of cultural field

Under the continuous influence of modern culture and the market economy also the impact of pop music, multi-ethnic communication, interaction, assimilation and mutual absorption would lead to cultural change. At present, with the change of people's lifestyle, the ritual activities of ethnic minorities are continuously decreasing, and the original activities of related culture keeps dropping, great changes have taken place in both the fields and the producer of art.

1.2 The lack of inheritors

People are the main body of all cultures, and the creation of any ethic minority music is also inseparable from "street musicians." However, judging from the status quo, young people nowadays migrant workers are no longer willing to engage in the creation of ethic minority music, which has led to a large-scale fault in it.

1.3 The lack of cultural consciousness

With the acceleration of globalization, national culture is generally impacted by modern culture, and the inheritance and development needs the guidance of cultural consciousness. While with the development of reform, the exchange of modern culture, the rapid development of social economy, the gradual improvement of people's living standards, and the wide application of science and technology, the original ideas and cultural concepts of ethnic minorities have changed also. They began to accept a large number of foreign cultures, and the national consciousness of their culture is indifferent.

2. PROTECTION AND INHERITANCE OF ETHIC MINORITY MUSIC

2.1 Correctly treating cultural change and cultural "original ecology"

On the premise that culture can not stop protecting, we should make full use of cultural change for innovation and development. However, in the context of them, the cultural ecology of ethnic minorities should be relatively protected, so that ethnic minority music can be passed on naturally. As long as it is the natural change of society rather than the forced change of other factors, it can be regarded as the cultural "original ecology". However, such innovations are still limited. The most ideal way is to fully grasp the folk culture and art, fully understand the needs of modern culture and as well as the forms of modern culture and art.

2.2 Training inheritors

For ethic minority music, a specific group is an important condition for its inheritance and development. We can carry out folk training within the clan, and try every means to encourage, help and support the artists to open up a wide range of ways to receive and teach their disciples. For the cultivation of modern inheritors in various aspects and channels is an important way to protect the inheritance of ethic minority music.

2.3 Enhancing the cultural consciousness of ethnic minorities

In the process of the inheritance and protection, we should make use of the mentality and quality formed by the traditional culture of each minority. We also need to take measures, use various channels and ways to stimulate and find the culture, then form the conscious consciousness of culture in a broader level, and fully understand the culture of ethic minorities. In the irreplaceable newspapers, internet, television and other media to display and publicize the cultural connotation and music forms of specific music of ethnic minorities, we also should give full play to government functions, and improve the cultural consciousness of inheritors from top to bottom.

2.4 Active innovation and utilization

Our inheritance and protection of ethic minority music should be not a simple record of text culture, but a living way of life of each ethic minority. With the change of people's life structure and way, the original meaning of life scene of ethnic minority music has changed. Its inheritance and protection should also change with the transformation of people's life and be used by modern humans. In this process, it is very important to innovate it to meet the aesthetic taste of contemporary people's life.

3. CONCLUSION

The inheritance and protection of ethnic minority music would need the common practice of "self" and "other", and the mutual promotion of external forces on the basis of cultural consciousness, so that folk art can achieve a certain sense of innovation in reality to meet the current people's life and aesthetic.

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Research on Relationship between College Teachers' Resilience and Coping Style: The Mediating Role of Interpersonal Trusts

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Abstract: The questionnaire survey method is adopted to research on the relationship between the resilience, interpersonal trusts and coping styles of 460 college teachers, the result of which shows that: (1) The temporary college teachers generally have a relatively good resilience. The gender differences found in interpersonal trusts are not that significant, and college teachers are adept in applying and solving problems, and asking for help in terms of coping styles; (2) There is a significant correlation between the overall resilience and coping styles, among which, it is positively correlated to problem solving and asking for help, while interpersonal trusts are positively correlated to the problem solving and asking for help in coping styles; (3) The resilience and interpersonal trusts of college teachers can predict their coping styles, and the interpersonal trusts partially serve the mediating role between the resilience and coping styles.

Keywords: resilience; interpersonal trusts; coping styles

1. INTRODUCTION

Resilience has been serving as a research object in psychology field for half a century since the mid-1970s. However, over the past half a century, psychologists have not concluded an unified definition with scientific significance for resilience. The definition of resilience involves three categories according to the research literature carried out at home and abroad[1]: (1) Definition on ability: psychologists consider resilience as the ability in individual psychological phenomena. Werner (1995) once said that resilience referred to a bearing capacity shown when an individual faced destructive changes, which could reduce bad behaviors[2]. (2) Definition on results: Psychologists interprets how individuals operate in behavioral results as resilience. As Masten (2001) once said that resilience referred to a relatively good and adaptive result generated when individuals faced adversity or threats[3]. (3) Definition on process: Such a definition has combined capability and result elements, believing that resilience refers to a psychological dynamic process. As it has been proposed by APA (2002) that resilience referred to a good process for individuals to adapt to threats and to recover from the dilemma[4]. The procedural definition can be accepted by scholars easily for its comprehensive characteristic of covering capability and result elements. Current researches show that teachers with high resilience possess better interpersonal skills. Meanwhile, resilience, as a psychological factor, is conductive for individuals to deal with pressures. Researches carried out by Su Zhang (2010) show that resilience is significantly and positively related to problem solving, asking for help and abreacting, all of which belong to the resilience scope[5].

Interpersonal trust that serves as a scientific research object was firstly proposed by RooterJ.B (1967) in sociological theory, who believed that: "Trust refers to a kind of expectation, including the consistency of both individuals' languages and behaviors"[6]. Interpersonal trust is covered by social psychology. Currently, mainly three theories exist in researches in this field that have been carried out at home and abroad: (1) Psychoanalytic theory: the well-known American psychoanalyst, Erikson, believes that the earliest stage refers to conflict between basic trust and distrust. And the most fundamental task in infancy lies in developing the sense of trust[7]; (2) Social cognitive theory: this theory comes from the three stages of interpersonal trust that is proposed by Italian sociologist Falcone et al, trust expectations-trust judgments-trust behaviors; (3) Fundamental theory of morality: This theory divides trust into two categories. First, the strategic trust, which is established with familiar people on the basis of previous interactions accumulated; and second, the moral trust, which believes that strangers are optimistic, so that trust can be established with strangers. Trust is an essential element for interpersonal communication. Without trust, individuals intend to deal with relationships adopting attack, avoidance and other negative methods. Interpersonal trusts are positively correlated to positive coping styles[8]. In addition, trust also concerns people's physical and mental health. Research carried out by Chinese scholar Ping Zou (2008) indicates that mental health is significantly and positively correlated to trusts[9].

The famous psychologist, Xiting Huang, (2000) believes that “coping style refers to a kind of cognitive behavior, which is shown to eliminate adverse effects while facing threats”[10]. Coping style serves as a very important adjustment factor when individuals are facing pressures, as well as a key factor determining individuals’ quality of life and interpersonal relationships. So that more and more researchers are attaching their attention to factors that may affect it.

This research aims at exploring the basic characteristics of college teachers in resilience and interpersonal trust dimensions, so as to reveal their impacts on coping styles, and test whether interpersonal trust plays an intermediary influencing role in the relationship between resilience and coping styles, expecting to provide suggestions and references for improving the resilience of college teachers and coping styles while facing problems.

2. RESEARCH METHOD

(1) Research Object

The random sampling method is adopted by the research to select 482 college teachers from five universities in South China. After eliminating invalid questionnaires, a total of 460 valid questionnaires are recovered, and the recovery rate reaches 95.4%, including 260 male teachers and 200 female teachers; 120 science and engineering teachers, 220 liberal arts teachers, and 120 art teachers; 310 teaches from undergraduate colleges and 150 teachers from higher vocational colleges.

(2) Research Tools

①Resilience questionnaire. The resilience scale that is jointly compiled by Yueqin Hu et al[11] is adopted, which includes 27 questions and 5 dimensions: target focus, emotional control, positive cognition and mutual assistance. 5-level score method is adopted. The internal consistency coefficient of the scale is 0.85, and the internal consistency reliability of each sub-scale varies from 0.75 to 0.83.

② Interpersonal trust questionnaire. Rotter's Interpersonal Trust Questionnaire is adopted in this paper, which is translated into Chinese by the domestic scholar, Xiangdong Wang. The scale covers 25 questions and a 5-level self-assessment scale. The split-half reliability of the scale is 0.76, and the test-retest reliability is 0.68.

③Coping styles questionnaire. The coping style scale that is complied by Jihua Xiao is adopted here. The questionnaire covers 6 dimensions: problem-solving ability, avoidance and rationalization, asking for help, self-accusation and fantasy. A higher score represents a frequent using of coping style and a stronger tendency. The internal consistency coefficient of the questionnaire is 0.827, and the internal consistency reliability of each sub-scale varies from 0.68 to 0.81.

(3) Data Processing

Relevant data is analyzed adopting SPSS 17.0, and statistical methods such as difference comparison, correlation analysis, and regression analysis are mainly used.

3. RESULTS

(1) Basic Situation of College Teachers’ Resilience, Interpersonal Trust and Coping Styles

It has been found by the test analysis of independent sample t that contemporary college teachers generally have a relatively good resilience. The indicators are arranged in positive cognition, target focus, family supports, emotional control and interpersonal assistance from high to low scores. Significant gender differences exist in target focus factor of resilience. Male teachers show more target focus than female teachers ($t=2.986$, $p=0.032$); differences in interpersonal trust between men and women are not that significant, which is similar to the research results obtained over the past[12]; and it can be seen from the scores of coping styles that: college teachers show great tendency in implementation of solving problems and asking for help, while less implementation in avoidance, self-accusation, fantasy, etc. And significant differences exist between self-accusation and asking for help ($t=2.685$, $p=0.007$; $t=-2.564$, $p=0.017$), please check table Table 1 for detailed information.

(2) Correlation Analysis of College Teachers' Psychological Resilience, Interpersonal Trust and Coping Styles

It can be seen from Table 2 that the overall resilience is significantly correlated with each coping style, among which it is positively correlated to problem-solvings and asking-for-help ($r=0.501$, $p<0.001$; $r=0.485$, $p<0.01$); except target focus and avoidance, factors of resilience is correlated to all other factors of coping styles statistically; interpersonal trust is positively related to problem-solving and asking-for-help, while it is negatively related to rationalization, self-accusation, fantasy, and avoidance. And among the relationships, interpersonal trust is significantly and positively correlated to problem-solving ($r=0.215$, $p<0.01$), and is significant and negatively correlated to the fantasy dimension ($r=-0.187$, $p<0.01$). It shows that individuals with higher sense of interpersonal trusts are more likely to adopt problem-solving methods. Otherwise, they adopt fantasy as a coping style.

(3) Regression Analysis of Resilience, Interpersonal Trust and Coping Methods of College Teachers

Regression analysis taking factors of teacher's coping style as dependent variables, resilience and interpersonal trust as independent variables is carried out which controlling variables such as subject, age and region, the results of which show that both resilience and interpersonal trust are applicable to the

Table 1 Analysis of Differences in Resilience, Interpersonal Trust and Coping Styles of College Teachers in Gender (N=460)

Project		Population Mean	Male	Female	t	p
Resilince	Positive Cognition	3.96±0.78	3.98±0.74	0.94±0.62	0.123	0.875
	Target Focus	3.68±0.63	3.69±0.52	0.67±0.86	2.986	0.032*
	Emotional Control	3.52±0.84	3.48±0.71	0.54±0.53	0.698	0.596
	Family Supports	3.67±0.21	3.66±0.52	3.68±0.71	-0.475	0.620
	Interpersonal Assistance	3.47±0.54	3.54±0.87	3.49±0.68	0.425	0.648
Interpersonal Trust	Interpersonal Trust	74.01±0.85	73.56±0.71	74.85±0.45	-1.178	0.745
Coping Styles	problem-solving s	0.73±0.45	0.75±0.43	0.71±0.74	1.624	0.145
	Self-accusation	0.37±0.54	0.46±0.12	0.33±0.42	2.685	0.007**
	Asking-for-help	0.71±0.22	0.68±0.78	0.75±0.52	-2.564	0.017*
	Fantasy	0.47±0.52	0.46±0.58	0.49±0.63	-0.124	0.895
	Avoidance	0.45±0.55	0.44±0.36	0.46±0.23	-0.456	0.623
	Rationalization	0.41±0.42	0.40±0.12	0.41±0.14	-0.154	0.852

Notes: * P <0.05， * * P <0.01， * * * P<0.001

Table 2 Correlation Analysis of Resilience, Interpersonal Trust and Coping Style (r)

	problem-solving	Self-accusation	Asking-for-help	Fantasy	Avoidance	Rationalization
Overall Resilience	0.501***	-0.365**	0.485**	-0.247**	-0.145**	-0.211**
Positive Cognition	0.324***	-0.201**	0.310**	-0.145*	-0.175*	-0.178**
Target Focus	0.213**	-0.125*	0.201*	-0.201*	-0.123	-0.198*
Emotional Control	0.354***	-0.254*	0.386**	-0.253**	-0.147*	-0.203**
Family Supports	0.356**	-0.321**	0.415**	-0.102**	-0.125**	-0.206*
Interpersonal Assistance	0.429***	-0.317*	0.425**	-0.231*	-0.114*	-0.158*
Interpersonal Trust	0.215**	-0.098	0.012	-0.187**	-0.087	-0.034

Notes: * P <0.05， * * P <0.01， * * * P<0.001

regression equation, as shown in Table 3. Regression analysis taking problem-solving as the dependent variable shows that both resilience and interpersonal trust can be positively predicted, and their joint can predict 30.6% of the problem-solving methods; meanwhile, analysis taking self-accusation as the dependent variable shows that both resilience and interpersonal trust can be reversely predicted, and their joint can predict 6.5% of self-accusation methods; analysis taking asking-for-help as the dependent variable shows that both resilience and interpersonal trust can be positively predicted, and their joint can predict 20.9% of asking-for-help methods; analysis taking fantasy as the dependent variable shows that both resilience and interpersonal trust can be reversely predicted, and their joint can predict 2.1% of fantasy methods; analysis taking avoidance as the dependent variable shows that resilience can be positively predicted, and the interpersonal trust is a directional prediction, and their joint can predict 19.9% of avoidance methods; analysis taking rationalization as the dependent variable shows that both resilience and interpersonal trust can be reversely predicted, and their joint can predict 6.1% of rationalization method.

(4) Mediating Role of Interpersonal Trust in the Resilience and Coping Style of College Teachers

This research adopts the test procedure proposed by Zhonglin Wen, Lei Zhang, Jietai Hou et al (2004)[13] to test the mediating role, and test the regression coefficients in turn. The dependent variable refers to the coping style, the independent variable refers to the resilience, and the mediating variable refers to the interpersonal trust.

Scores of resilience, interpersonal trust and coping style obtained are combined, averaged and centralized. Please check Table 4 for the analysis of the mediating role of interpersonal trust. All first three steps of t-tests obtain significant effects, as well as the last step of t-test results. Therefore, only a part of the influence played by resilience on coping styles is achieved through the interpersonal variable of interpersonal trust.

4. DISCUSSION

Research shows that contemporary college teachers have relatively good resilience, among which, positive cognition and target focus stand out, indicating that college teachers are able to deal with difficulties and adversities rationally. Moreover, it seems that they are good at making practical decisions in their lives and teaching process. Such a situation is closely related to the current university's emphasis on the improvement of the comprehensive quality of teachers. However,

Table 3 Regression Analysis of Resilience, Interpersonal Trust and Coping Styles

Dependent Variables	Independent Variables	Beat	t	R	R^2	F
Roblem-solving	Resilience	0.61	4.231**	0.554	0.306	27.442**
	Interpersonal Trust	0.55	2.025*			
Self-accusation	Resilience	-0.18	-2.664*	0.254	0.065	4.816*
	Interpersonal Trust	-0.224	-2.287*			
Asking-for-help	Resilience	0.559	7.687*	0.458	0.209	10.236**
	Interpersonal Trust	0.687	11.654**			
Fantasy	Resilience	-0.456	-8.256**	0.145	0.021	3.258*
	Interpersonal Trust	-0.325	-5.214*			
Avoidance	Resilience	0.317	4.008**	0.447	0.199	15.887**
	Interpersonal Trust	-0.368	-4.497			
Rationalization	Resilience	-0.697	-10.314*	0.247	0.061	4.815**
	Interpersonal Trust	-0.254	-2.365**			

Notes: * P <0.05， * * P <0.01， * * * P<0.001

Table 4 Successive Test of Mediating Role of Interpersonal Trust (m)

	Standard Regression Equation	Regression Coefficient Test
Step I	y=0.26x	SE=0.08，t=2.73**
Step II	m=0.16x	SE=0.05，t=2.75**
Step III	y=0.23m	SE=0.07，t=2.43*
	+0.16x	SE=0.06，t=2.75**

Notes: * P <0.05， * * P <0.01，SE stands for Stand Error the situation is not that ideal considering from emotional control and interpersonal assistance. Such a phenomenon is similar to the common emotional problems and interpersonal relationship problems of young teachers, indicating that college managers are still required to carry out quality education for young teachers in emotional management team-work ability. Meanwhile, we also find that currently, both male and female teachers' interpersonal trusts has declined compared with that concluded from previous researches. Such a result is similar to the research carried out by the domestic scholar, Ziqiang Xin, (2012)[14], which may be affected by China's social structure and system changes over the past years. In terms of coping styles, teachers intend to adopt positive coping styles instead of negative methods such as fantasy. Such a result also proves the research results obtained by domestic scholars. For example, research carried out by Guangrong Jiang shows that "both male and female students intend to adopt active coping styles to solve problems without gender differences"[15].

Correlation analysis shows that coping styles are significantly correlated to the overall resilience. Among which, problem-solving and asking-for-help are positively related to the overall resilience, while self-accusation, fantasy, avoidance and rationalization are negatively related the overall resilience. Such a situation indicates that college teachers with stronger resilience are more likely to adopt positive coping methods, and vice versa. As a psychological quality possessed by every individual, the establishment of resilience involves a dynamic development process. When facing different difficulties and threats, individuals have to constantly adjust themselves, so as to develop good coping capabilities. During which, such coping capabilities enhance the resilience accordingly. That's how individuals improve themselves from this spiral escalation capability. In addition, interpersonal trust is also positively related to problem-solving and asking-for-help in coping styles, indicating that problem-solving, the good coping style, is frequently adopted by college teachers with high trust; while negative styles such as fantasy and avoidance generally exist among teachers with low trust.

Regression analysis find that when factors of college teachers' coping styles as taken dependent variables, both resilience and interpersonal trust are applicable to the regression equation, which can also effectively predict college teachers' adopting of problem-solving, self-accusation, asking-for-help, fantasy, avoidance and rationalization methods. Among which, it can best predict the problem-solving, indicating that while facing threats, individuals with strong resilience and trust are more likely to adopt the problem-solving strategy. And the research shows that interpersonal trust serves partial mediating role between resilience and coping styles, which means that resilience does not directly affect the coping styles. In which, interpersonal trust only plays certain role, that is, interpersonal trust is not the only mediation path affecting the dependent variable. So that other existing mediation variables need to be discussed in future research.

ACKNOWLEDGEMENT:

This work was partly supported by Key project of 2018 Shenzhen Educational Science Plan, Guangdong, "Research on Impact Mechanism of College Teachers' Occupational Psychological Capital on Work Performance" (zdfz18018, Host by Guoqing Wu).

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Critically Analyze the Contemporary Relevance of the Physical Store in Fashion Retailers' Multi-Channel Marketing Strategy

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Abstract:The retail model has undergone great changes with the development of the Internet. In order to obtain more profits, more and more retailers have begun to implement multi-channel marketing strategy. Many retailers will integrate offline and online retailing together. While facilitating online retailing and continuous improvement of the physical store, recreating the retail atmosphere of physical stores, especially using flagship stores to increase consumers' loyalty to the brand, which is conducive to the establishment of brand image and the promotion of online retail. This paper will critical analyze the contemporary relevance of the physical store in fashion retailers' multi-channel marketing strategy through the brand image and consumer experience.

Keywords: Physical Store, Fashion Retailer, Multi-channel Marketing Strategy

1. INTRODUCTION

Recently, the retail business model has undergone tremendous changes with the development of fashion industry. In order to get more profits, more and more retailers change the original single-channel to multi-channel marketing [1]. Although online retailing can provide customers with more choices, more favorable prices and more convenient shopping experience [2], physical stores still play an important role in multi-channel retail. Physical stores are conducive to shaping brand image and diversifying service, it is also benefit for improving customers' shopping experience [3]. However, the store's capital investment and characteristics for retailers is also a huge challenge. Therefore, more and more retailers will integrate offline and online retailing together. While facilitating online retailing and continuous improvement of the physical store, enabling the physical store is also a good way for retailers in a multi-channel mode.

2. THE EFFECT OF BRAND IMAGE ABOUT PHYSICAL STORE

Multi-channel has brought various information and choices to consumers, and it offers more diverse and decentralized shopping ways. In order to attract consumers, more and more retailers turn to develop the atmosphere of physical retail, especially using the flagship store to create unforgettable brand image to consumers. Furthermore, it also can increase consumer loyalty to the brand, and conducive to the promotion of online retail. Flagship store has three characteristics: retailers usually establish a single brand and the brand's manufacturer owns them, and most of the owners' purpose is to build or strengthen the brand image, rather than selling products for profit[4]. For example, the famous luxury brand LV have their own stores in the major cities all over the world. LV stores are usually built in the most prosperous areas of a large city, and its decoration is like an aesthetic museum. This visual appeal can come to buy a strong sensory stimulation of customers. In many cases, luxury retail stores do not just want to sell their products. Instead, they are more of a high-end image of their brands or an exhibition of their new products. At the core of aesthetic awareness is the retail core of these luxury flagship stores, in which they establish luxury as an artistic brand image. It is because of this high-quality brand image, LV sales record in 2010 reached a record high of 20 billion euros, which is the first year of LV to establish large-scale flagship store in the world [5]. However, building a physical store is a big challenge for many retailers. Some businesses believe that using online methods such as the Internet can also help build their brand image and cost less than setting up physical stores [6]. Especially for small and medium-sized businesses, it is hard to make the decision to open a less profitable flagship store in the city center. Nevertheless, almost every business cannot deny the role of physical store in establishing a brand image, which is the Internet sales cannot be compared. Most businesses think this part of the cost increase is worth, because the physical store is not only an indication of their brand image and brand positioning, the more the role is to be good to attract potential customers[6].

3. THE CONSUMER EXPERIENCE ABOUT PHYSICAL STORE

Due to the online retail provided by the Internet, which has released huge potential for consumption, the traditional physical store accelerated its transformation. In the context of experiential economy, it took full advantage of physical stores to make customer experience as an effective way to attract customers. Experience stores are one of the most popular trends in the retail industry, and in order to attract more and more online-centric customers into stores to experience a variety of interesting and personalized that offered by retailers continually[7]. As the popularity of online shopping continues to increase, multichannel retailers are figuring out new and innovative ways to entice consumers into the store. Physical retail is no longer just stacking and selling products. In order to attract the attention of consumers, retailers are looking for ways that can entertain and provide services to create an experience that their customers cannot find elsewhere. From interactive product presentations, state-of-the-art digital displays and in-store services such as beauty care (personal shoppers or concierge services), retailers are looking to upgrade their physical stores to experiential destinations [8]. For instance, there is an interesting equipment in Pepe's flagship Regent Street store called RFID (radio frequency identification), when the customer hangs the item in the fitting room, the large screen on the opposite wall immediately detects and displays the size, colour and style of the item owned by the customer. When customers try each item, it will be highlighted on the screen with the option of calling other sizes or ordering alternatives. This tool is not only easy to use, it is also powerful and engaging [9].

Entertainment is also one of the key elements of experiential retail that can help potential retailers build up potential customers. As technology advances, more and more retailers will add virtual reality technology to the store, giving customers a fun shopping experience. For example, the Topshop flagship store in Oxford Square is known for its dramatic shows, and retailers' virtual reality water slides are no exception in May. Shoppers are invited to sit on a huge inflatable slide in front of the store and take a virtual water slide around the attractions of Oxford Street [9]. When shoppers use these technologies in physical stores and enjoy these personalized services, they spend more time inside the store, increasing the likelihood of purchasing the product. However, under the multi-channel marketing strategy, the store should also provide online and offline services that are more conducive to the development of retailers. For example, Gap, a clothing retailer with more than 2,600 physical stores, runs a website that allows customers to preview and order items online and then buy them in physical stores. In every Gap shop there is a link to the site's slogan, and if customers are willing to use the mail registration official website, they will receive occasional extra offers [10].

4. CONCLUSION

Through the examples in the article, it can be concluded that the physical store plays an indispensable role in multi-channel marketing. Physical stores can increase digital technology, customers can browse and place orders online or in physical stores for goods. In short, physical stores increase customer experience, diversified services and shopping atmosphere are conducive to increasing customer base and revenue. Combine online and offline retailing is a best way to develop and improve a well-integrated multi-channel retail strategy [1].

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To What Extent do Ritualistic Forms of Museums Influence the Audiences' Senses of Identity?

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Abstract: The ideology of rituals rooted in ancient times changes over centuries, therein, the inherent ' enchantment' related to religion has been detached by the ideas of modernists but utilized in the postmodern society for identity construction, and again, endows that the spiritual meanings aesthetically. Though the concept ' culture capital' has been verified and referenced considerably, whether rituals remedy this insufficient original background and facilitate audiences' identity construction lack of researches in the field of museology. By reviewing two specific exhibitions in Britain and America respectively, as well as analysing the photos about art on Instagram, this article exams the extent of the influences that rituals act on audiences from the aspects of setting, activity, and media. The result positively shows that the ritual, as a form of psychological transmitting tool, to a large extent, can affect audiences' senses of identity. However, it is not mean that the issue of the unbalanced culture capital the public possessed weaken. When ' re-enchantment' has been permeated in the ideological level in contemporary society, the article provokes a reflection of the culture industry to contemplate how to build the closer and still meaningful communication with audiences by managing the rituals for constructing the sense of identities.

Keywords: Museum, Audiences' senses of identity, Ritual

1.INTRODUCTION

In general, museums, as the institutions collect objects with aesthetic values as well as anthropological or sociological meanings, disseminating the knowledge covered ' history, science, art and culture' for the public [1]. Additionally, being a civilization's symbolism that offers platforms for individuals to observe and contemplate the world. According to the regulation of the International Council of Museums (ICOM) that the equality for citizens to access museums' servings, how to build a closer relationship with different groups of audiences, as one of the museums' missions, has been discussed chronically [1]. Although some articles demonstrate that a little knowledge behind the collections can be absorbed by various audiences through exhibitions, their senses of identity, however, are influenced by the museums' ritualistic forms [2].

It is noticeable that museums' designing styles prefer to imitate the prototype of churches or temples to create a solemn and sacred spiritual experience for the audiences. Duncan metaphorically hypothesizes that audiences perceive objects under the ritualistic context with kinds of scripts. In this case, artifacts are in line with other designing's function that present themselves as the form of integrating outside ordinary elements under the grant of museums' ceremonial values to reflect the ' communal memory' [1]. In short, museums seem to dramatize the art and potentially arouse audiences to reconstruct their senses of identity in a ritualistic route [1], in doing so, individuals solidify the links with social communities or a broader world.

The analysis of audiences' senses of identity and museums' ritualistic forms would guide the operations of museums in the future[1] [2] [3], yet such fields are lack of explicit frameworks though previous anthropologists contributed much about rituals[4]. This essay will first illustrate the arguments that the insufficient culture capital decides the decoding abilities of audiences, and consequently limits their identity constructions. After outlining the refutations denying the decisive effect of culture capital, the ritualistic forms, from the aspects of setting, activity, and media will be evaluated to examine the fluctuation of audiences' senses of identity on the foundation of two case studies, which are the exhibitions of the city museum Birmingham Museum and Art Gallery and a theatre program at National Museum. As well as this, some pieces of evidence from Instagram in Kozinets' article combined with the extra empirical findings are visible. At last, the article will provide more insight into the field of museology to provoke a re-reflection on culture.

2. UNDERSTANDING RITUALS

2.1 Origins and ideology

In contemporary society, the ' ritual' is utilized broadly for pagans, but this term derives from religious activities, which consolidate disciples' loyalty and help them to confront the external uncertainty psychologically [5] [6]. In Enlightenment, because of the scepticism against religion, through introspecting the material world with self-awareness, the disenchantment originally promotes the ritualistic meanings' reform in modern society [6]. The ' Disenchantment' coined by Max Weber to describe the rational and scientific western society, meanwhile, it demystifies the popular collective identity belief which was structured in the organization [6] [7].

Though acknowledging that the inevitable disenchantment is the outcome of modernity [7], in recent decades, more scholars criticize that the early theorists unilaterally emphasis the disenchantment with rationality but ignore the binary of the necessary enchantment and science [7]. The ' re-enchantment is a product of art', claimed by the Landy and Saler, since art provides an aesthetic way of feeling within the disenchanted world, from the fantastic literature to the historical artifacts, reducing the ' disenchantment' the modernity appealed. On this point, the emergence of re-enchantment could be seen as a renaissance to the disenchanted modernity, recovering kinds of myth while implying something frozen in human's memory yet originally beloved.

2.2 Current meaning and the sense of identity

While religion turns sufferings around life to the reliance on God, Freud claims to placidly treat terrors as normal occurred in ordinary life. In response to the spiritual longings, rituals deployment is a tool for psychological transformation states that in addition to the typical rituals shaped by the tradition[5] [6], such as prayers, various performing forms in daily life can be ritualized. For example, the two other kinds of ritual forms, ' rites of passage' and ' healing rituals' are usually found in secular organizations for both social and personal reasons[4].

The discourse of identity originates in the 1970s, triggering the awareness that individuals collide with society [8]. Howard emphasizes the dialectical relationship that the ' internal identification and external ascription', and notes that the identity construction, rely on both the accessible social structure and the personal ability for decoding meanings [8]. The sense of identity, for instance, distinguishes individuals themselves from others, at the same time, implicating the desire of participating in the groups they admire. Nevertheless, to a large extent, people's self-image and self-esteem are generated from the belonging properties of the community [4].

Rituals reify the universal ' social group cognition and behaviour' and the art of ritual manifests human's mimesis behaviour in ancient times. Moreover, Argyle points out that the intensive senses of belonging would be created in the process of engaging rituals and the cohesion of groups is consolidated. The essay thus supposes that the spirit of ' re-enchantment' is identical to ritualistic forms of museums, which reappears the purity possessed in the ancestral ritual activities. It is belongs to what Èmile Durkheim states the positive rituals, building bridges of communication between human and the spirit that is more profound than themselves[5], it is likely, leading the art into the divine fields and reshape the collective sense [6] . If assuming that ' the remnant of superstition converted in the age of reason into pleasure', people then probably revert to seek the ' belief'.

3. THE ISSUES OF LIMINALITY

The term ' liminality' is taken up by Victor Turner for describing a form of ideology that emerged indistinctly in daily life with inherent cultural attributes. According to Beech, the ' liminality' is part of the ritualistic process of identity reconstruction, an ambiguous and longitudinal experience under a changeable background. In philosophy, it relates to kinds of aesthetic experience, breeding revelations at the moment of the separation of morality and rational. To understand the ' liminality' of museums, likes the epiphanies occurred in temples, where audiences (Buddhists) detach from the real-life to re-examine themselves. The article thereby uses this term to critique the transition results, to judge whether the audiences trigger the changed psychological feelings, and their senses of identity have been influenced or not.

Numbers of scholars mention that the construction of identity feeling is usually an incomplete system [2]. Therein, the ' culture capital' is the most crucial one among other obstacles. This concept, involves different cultural attainments, is presented by the sociologist Pierre Bourdieu, which further deepens the value of the division of class [9]. It is thereby referring to the original educational background from the environment the audiences immersed in [3]. For example, the child who grew up in an artistic family, the infiltrating type of cultivation induces him to be artistic more possible than others, because of the long-term aesthetic influence. Similarly, Falk points out that the audiences are constrained by the personal contexts about ' interests, knowledge, opinions, and museum-going experiences', which constitute their predispositions, shaping individuals' feelings and understanding. The new soldiers, for instance, to fully classify themselves as the identity of combatants is less possible, until they have undergone comba. In this case, due to the unevenness levels of the culture capital audiences owned, their decoding abilities toward the surrounding cannot be estimated superficially referenced the same provided environment.

In addition, museums come forth in the 19th century, stand as the important places for ' class expression'. The cultural estrangement implies that various ritualistic forms designed by museums aim at conditional groups. In this sense, the social exclusion occurring where the condition is not accessible, arising the sense of losing identity. For instance, some interviewees in Tyne and Wear claim that they are irrelevant in museums and the art surpasses their cognition field [3]. Accordingly, as accumulating the sense of being excluded from the mainstream, there are no existed meanings for them here [3].

4. THE DEBATES REFUTING CULTURE CAPITAL THAT THE DETERMINISTIC FACTOR

4.1 Target groups

The ’high culture modes’ cater to the elite taste in the 20th-century seems like the old-fashioned discourse, instead, the ’omnivore’, a tolerant culture style emerged [9]. Rather than presenting the contempt of moral and condescending attitudes toward other popular art expressions, the groups of the high status tend to participate in different types of leisure activities for experiencing [9]. Thus, since the typical groups of visitors are broken, museums subsequently shift the objective audiences from the narrow group concentrated on the scholarly and professional activities to the whole public [1].

It, yet remains the case that power operations exist behind almost every secular institution, also, cannot be avoided by the museums. For example, Gazi argues that the exhibition’s language commonly on account of curators’ empirical views of the world, which even ’send signals’ to the public to monopolize the control of telling the truth. However, from another aspect, the popularity of media undermines the importance of the birth and cultural background as well as providing more choices for the artists and audiences themselves to interpret the exhibitions in their ways.

Therefore, the authority of high culture and institutions collapse. The weakening consensus of the definition of taste hierarchy facilitates the alternative forms of art being embraced, concurrently, the audiences can shape their own communities. For instance, besides the classical music, the Folk, Jazz, Middle-of-the-Road, and Big Band, also have certain cultural affirmation in America [9]. Compared to the past, the democratic society pays more attention to the various sub-cultures, and the exhibitions with popularization have been the preferential choice [1] [9].

4.2 Changeable sense of identity

The sense of identity is changed by the specific space and time [2]. The traditional categorized mode of roles is the ’cause - effect relations’, where the individuals’ traits are fixed and maintained permanently. In contrast, the sense of identity is closer to the positioning theory, which focuses on the ’dynamic process of social interactions’, emphasizing the daily episodes constituted symbols would influence individuals’ fluctuation of actions and emotions. Indeed, when put individuals into a context, the transformations of identity would undergo the psychological stages of ’misalignment, surprise, shock, chagrin, anxiety, tension, bafflement, self-questioning’.

In brief, identity is neither an essence nor a stable state of being of individuals, to a great degree, it is a reified interpretation generated by the surrounding stimulations and be reflected by a pattern of actions [2]. Yet, since the interpretations of museums play a key role in the process of identity construction, some arguments mention that the designing ways encounter the dilemma in the narrative ’the world of museums and the world itself’, and be challenged by balancing the veracity. For instance, the International Council Of Museums (ICOM) states that exhibitions should be cautious to sensitive topics connected human dignity to avoid latent tensions or conflicts, whilst Kotler and Kolter points out the difficulty of providing suitable notes for audiences to easier understand [1], meanwhile, ensuring no interruption against the interaction.

Nevertheless, though the flexibility of preparing exhibitions is quite controversial, the changeable identity feelings of the museums’ audiences are much possibly be influenced by the rituals designs in museums. Also, Murphy names the current museums the ’discursive location’, that the former linear viewing mode has been exceeded by the creative ones. Thus, the effects acted on their psychological level worth to be re-examined.

4.3 Irrelevant semantics

As for the limitation of culture capital whether obstacle the identities’ construction, Rounds supports an opposite point that the experiential sense is not a matter of semantics. For instance, Bach’s melodic music makes one pleasant but does not need to recognize the techniques make up of it [2]. Non-Verbal Communication (NVC) in rituals affects the emotional changing more than words [4]. Likewise, Berger claims that ’seeing comes before words’, also confirms that the words cannot undo the feelings toward the world around us, at some levels, the inherent meanings become barriers. Besides, Falk mentions the mode of ’identity-based motivations’, that the process of perceiving the sense of identity is grounded on the specific individuals’ needs. For example, while parts of viewers are seeking pure experiences, some others intend to get some education. As such, the conditions for achieving the ’liminality’ in the process of identity construction are various and intangible.

4.4 Missing audiences

It is affirmed that these disputes in favour of the museums’ designs have some convincing perceptions, which will be carefully evaluated below, however, the rituals just effect on the already inside audiences. Which means, even if the problems of culture capital of audiences could be exceeded by some ritualistic designs of museums’ managers, the Tyne and Wear interviewees who reject to visit the art places are still irrelevant to such art spaces. Respond to this, the final section below states that since technology eliminates the distance of space and time, media creates the sharing art communities online and attracts various groups of audiences either inside or outside the museums.

5. THE RITUALISTIC FORMS IN MUSEUMS

5.1 Setting

The visitors' perceptions toward the exhibitions integrate the whole surroundings [2], the objects thus are unique far exceed their essential values. Drawing upon the nineteenth-century British politician's views that every corner within a splendid art space should be regarded as meaningful calculations, preparing for their audiences' comings. It can be imagined what the feelings are when crossing the ' impressive flights of stairs, pairs of monumental marble lions, and grand doorways', metaphorically speaking, it is the prologues of the brilliant speech.

The empirical study of the Birmingham Museum and Art Gallery from Goulding can be an example.[10] The museum is established in 1867, which is considered as the typical of city museums, in accordance with ' size, audience composition, and methods of interpreting the past'[10] . The author adopts the method of observing audiences from non-inventive, comparing two exhibitions that the ' A meeting ground of cultures' and ' The Birmingham exhibition', and eventually obtains the final judgments based on the most frequent actions among similar groups of audiences from their ' body language, frustration, boredom, comments made, and the duration of stay' [10] .

The exhibition ' A meeting ground of cultures' arranges the innovative interpretations, being like most contemporary exhibitions which mix with multiple sensory stimulations. Therein the abundant and intense audio-visual effects create the omnidirectional immersion [1]. Such interactive elements are symbolized in this exhibition design in favour of the main purpose of ethnic minorities' cultural identifications and win unanimous praises from the industry. By contrast, ' The Birmingham Exhibition', an orthodox exhibition, attracts far fewer viewers. In fact, the quality and authority of these artifacts, such as ' text, drawings, newspaper clippings, photographs, and diaries', which retrospect Birmingham's history from medieval times to the current society worth to affirmed [10] .

The elders, as the main viewers, who have the similar experiences consisted with the stories presented in ' The Birmingham Exhibition' really get some identities' feelings from these objects, however, most of them still feel hard to grasp of the meanings behind the exhibitions and lost themselves as soon as entering in the museums. The main faults of the exhibition are ascribed to the poor layout design. For example, audiences are easy to rush into the rooms where are the contrary of their predicted directions due to the misleading location, likewise, the dim lighting brings them a series of senses of unwelcoming and boring [10]. Accordingly, here the matter is that the audiences who have the cultural background are also be challenged in museums. Rounds claims that the spiritual experience depends on the sense of order to a large extent, which also the basic maintaining principle of identity feeling. Retracing the primitive ancestors, especially the Egyptians and Mesopotamians, who perform a series of sacrificing ceremonies in tribes to fulfil such animistic communications with the God Jehovah [5]. They often enact the performance following the structured routes without personal thinking but still make sense from such ' empty' repetitions. Thus, the sense of identity is generated from the routine order.

To summarize, although the culture capital audiences possessed facilitate more engagements with the exhibition, the cognitive system is usually be impeded by the ' memory capacity' or ' information processing speed', and the physical environment is decisive variate upon audiences' emotions and the whole experiences [10]. Rounds indicates that museums condense the world to be labelled with a sense of order, while Goulding concludes in his case study that the three aspects of ' scene setting, routing and mapping, and crowding density levels' are qualified criterion of the museums' layout. Accordingly, the museums' visitors roam in the art spaces while being affected by the decorative details, such as the lightings or carving patterns alongside the arranged routes. Museums' settings, as a habitual existence, help audiences to against the outside disorder [10]. As such, the cultural capital can be overcome by excellent exhibition's designs or amplified by the faulty ones.

5.2 Activity

From the feedbacks of the ' Birmingham Exhibition', wherein the audiences criticize that the fragmented narration of historical events is hard to provoke their sense of identities [10]. Thus, the unclear theme without continuity is also a detracting reason. By extension, the designed plots in the context of historical or cultural background are nourishments of the ritualistic activities.

Firstly, the development of contemporary performance art breeds the activity-showing approaches, which provides a prospect for museums' identity work. For example, Marcel Duchamp as the representative of the conceptual art in the early 20th century, who refuses the retinal art and appeals that the art should be served to human's mind rather than the visual effects of the surface simply. Thereafter, the Marina Abramović enhances performance art into an unprecedented height. The exhibition ' The

Artist is Present' at the Museum of Modern Art (MoMA) in New York famous around the world. The ritual 'reciprocal gaze', as the culmination, where the intangible energy and sensations are perceived by people on the scene. In recent years, museums conduct more interactive activities for diverse groups of viewers, such as the 'opening night events for new exhibitions', and the memorial events concern about the season or traditional festivals, simultaneously, springing up numerous art workshops or professional forums [1]. The increasing awareness of delivering such theme activities' service, making the exhibitions more cater to the need of audiences' identity constructions [10].

In the summer of 2011, there is a theatre program called 'the History Alive!' held at the National Museum of American History concentrate on the theme of 'The Time Trial of John Brown'. To discuss the topics around 'historical memory, morality, slavery, and violence' through performing. Adopting John Falk the curator's guidance that the audience-centred view, the idea of the theatre program is consistent with the essay's focus, identity construction work. Besides, the article's author Susan Evans, a researcher 'in the Office of Education and Public Programs at the Smithsonian National Museum of American History', accomplishes the field studies up for 4 months from June 1 to August 31. Moreover, the theatre program's analysis sources are acquired from wide groups of audiences including 'high school teachers, National Museum of American History staff members, visiting university students, and Smithsonian Institution interns'. Because of the remarkable performance, the theatre program holds continually during the summer of 2012 and 2013. As such, it is a potent choice as a case study for the essay.

There are three parts that constitute the whole performance. The actor of the John Brown, the arbiters come from all museums' staffs, and the audiences, who are granted the role of jurors to participate in the historical construction. Here John Brown is no longer just a crazy murderer that the textbooks described, he presents the multidimensional self-images, with brilliant ideas and abundant knowledge.

The actor of John Brown raises the audience some questions, for instance, "What have you heard of me?" The answers differ from person to person, while some mention his ridiculous behaviours, some point out his African Americans' identity, also, parts of them have never heard him before. The more discussions come up with when the plots of performance going on, around audiences' opinions toward the protagonist. Since there are no official rulings, the meanings of participation are the process itself. No matter how much audiences' background knowledge of America or John Brown, their various responses to the program affirm that such activity indeed acts on audiences' psychological states. For instance, therein a middle-age woman labelled herself as a 'pacifist' against the violence and condemns John Brown. However, after participating the performance, she claims that if she is the protagonist, there may not be a better choice. Because every individual has an unknown dilemma under the historical context, without the absolute truth. On this point, the exhibition's concern is not with the history itself, but with audiences' perceptions and thinking based on values.

Most of the audiences appraise impressive and precious feelings of 'the History Alive!', and the opportunity of being respected and sharing lets them delve into their senses of identity. The successful example verifies that the attractive designs and arrangements are basic conditions, but empathy is what excellent exhibitions should pursuit, especially for identity construction work [1]. Therefore, a more thematic script to participate, more possibility to find meanings of presence.

5.3 Media

When the invention of the camera varies the 'way of seeing', thenceforth, the technology put the furnishings and buildings of museums into the audiences' screens a virtual world, changing the relationship between on-site spaces and art. Media presents the images of artworks in various ways, such as magazines, posters, or electronic equipment. Consequently, the spaces surrounding artifacts are no longer the picture frames or any corner of the museums, instead, the photos or presswork pervade from individuals' homes to the streets around the world. However, the original works are even more mysterious among the numerous copies, that the fakes endow the real with a mysterious veil. The audiences, thus, are more desirable to connect themselves with the autograph artworks in the museums.

On the other hand, social networks provide more opportunities for the public to get in touch with art. The increasing usage rate of media of museums enhances the participation in cultural communities; also, the technology can assist managers to design more absorbing exhibitions. For instance, the National Gallery of Art in Washington installs the electronic screens beyond the entrance, showing the temporary exhibitions and related artists on. The information about 'biographies, time-lines, historical information, and art criticism' is supplied for audiences to find the particular treasures or arts they interested in, attaching a customized map as guidance [1]. Similarly, the Broad Museum's Infinity Room, the LACMA's Urban Light installation, and the lighting technique shining the artworks on audiences' faces at the Pace Gallery, all inspire audiences to melt themselves into the atmosphere.

Furthermore, regarding the museums' experiences as kinds of consumption, thus audiences as the consumers, are desirable to show others the aesthesis they experienced from museums. This behaviour mode is ascribed to the motivation of ’conspicuous consumption’ created by Veblen originally, he claims that the individuals stabilize their social status by demonstrating the consumptions. For example, selfie-taking behaviour is popular among audiences. They capture themselves with one of the satisfying places in museums, and later posting the photographs on the internet, which has become a ritualistic process. The self-portraits popularized in the 16 century in western countries symbolize wealth and status, being typified by painters such as Rembrandt, in contrast, the selfies on social media are much more complex, especially some within the particular spaces. The photos integrate the self-positioning and circumstance outside, embodying individuals’ senses of identity.

On Instagram, 36,426 posts belong to the subcategory hashtags ’#art selfie’ and 29,139 posts under ’#museum selfie’. The selfie-taking poses of selfies, such as grimacing or pretending meditation, audiences manifest their personalities while reinforcing the senses of identity. For example, a burly young man with a smirk posed beside the Mona Lisa and comments that ’One of these faces is worth one billion dollars!!’. Another photo of a youth resembled Van Gogh with a red beard, shoots in advance of the iconic artist’s self-portrait and joking in the caption: ’Spot the difference’. Also, plenty of posts like ’Vincent and me’, ’We are part of the art’, or ’I am in the museum, therefore I am the art’ appear frequently on Instagram. Moreover, some audiences have ownership of art. For example, audiences recreate these photos based on the selected famous painting, using the Snapchat app to swap face, and then generate unique images expressed themselves toward art. As a whole, the social media maintains and reinforces the relationship between audiences and museums, in this case, the culture capital seems to be insignificant for audiences’ identities’ constructions [2].

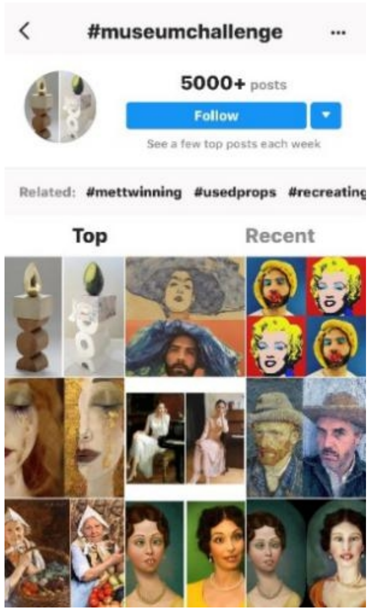

Figure 1: ’Art imitation on Social Media’, Instagram #museumchallenge, Taken from: https://www.instagram.com/explore/tags/museumchallenge/?hl=zh-cn

Figure 2: ’Art imitation on Social Media’, Instagram #gettymuseumchallenge, Taken from: https://www.instagram.com/p/CBY4OEunKYx/

The woman utilizes the materials in daily life to recreate a new self-image by imitation.

Figure 3: ’ Art imitation on Social Media’, Instagram #gettymuseumchallenge, Taken from: https://www.instagram.com/p/CBtR2pThvsW/

The woman expresses what she inspired from the art and translates that to reality.

Figure 4: ’ Art imitation on Social Media’, Instagram #gettymuseumchallenge, Taken from: https://www.instagram.com/p/CBscqkEhoEl/

5.THE WOMAN COMBINES THE ARTIFACTS OF PICASSO WITH THE PANDEMIC FOR EXPRESSING PERSONAL FEELINGS.

In the rise of ’ Individualism’, the discourse called for personal options of life become dominant in the post-modern society, and the class, seems to tend toward death. Berger claims that ’ the painting now travels to the spectator rather than the spectator to the painting.’ The symbols of culture, art, or fashions filled in museums are concreted in the photograph permanently, which label audiences’ identities while permitting them to possess the art in the virtual sense. Museums gestate such aesthetic moments and the sharing experiences, which turn into the part of the process of reshaping people’s sense of identity. Thus, the art shifts away from the palace, the ’ God’ is no longer ’ God’, but a portion of the daily ritualized life.

Nevertheless, deeper considerations are needed. Bell states that the extent of the social group is ritualized implicate the importance of the causes of regulations’ formation [5]. The present trend is that the consumption behaviours gradually take the place of the nature of art in museums’ field. When audiences achieve their senses of identity either from the experiences or any actual purchasing, such as consuming the canvas bags with artwork on them from the British Museum, they are consumers rather than the art appreciators. On the other side, museums are inundated with entertainments, from the extended coffee bars to different gift shops. The attractiveness is brought into the main conditions for enhancing audiences’ engagements. The museums then packaging themselves for audiences to consume. The consuming behaviours, yet vary from individuals, as mentioned before, while some audiences taking a selfie just, some recreate the meaning of art in terms of the life. In this case, how much the culture capital they owned reflects ones’ values and tastes from these photos attached with comments.

6. CONCLUSION

The analysis of the relationship between audiences’ senses of identity and the ritualistic forms of museums intersects the academic fields of anthropology, sociology, and psychology. Acknowledging some theorists’ perceptions that the necessity of audiences’ cultural capital. Indeed, individuals’ insufficient knowledge background, the appreciation toward art alongside other decoding abilities interrupt them to enter the ’ liminality’. However, this essay mainly indicates that the rituals occupy more important places for identity construction, yet the section of media reminds that the inherent meaning and effect of ritual should be applied appropriately otherwise the original mission of the museums — popularizing culture, would easily ignored.

Despite secular regulations, such as the problems of power or ethic, the ritualistic forms reinforce audiences’ sense of identity and remedy the deficiencies of culture capital. To outline the supporting points, firstly, the target groups have shifted away from the professors or elites to the public. Secondly, changeable identity feelings are depending on the specific time and spaces. Also, in many cases that the sense of identity is irrelevant to the semantic. By extension, combined with specific case studies, the article has illustrated the argument grounded on multiple theories and social background from the aspects of setting, activity, and media, while demonstrating audiences' fluctuation of senses of identities and how the process is boosted.

The audiences in ' The Birmingham Exhibition' with enough culture capital verified the point that the settings covered every design in museums narrate the exhibition itself as a holistic art object rather than the container of these independent objects. And the theatre program ' The History Alive!' held at the National Museum of American History raises the participation, the viewers with different levels of familiarity toward the history and protagonist can find the existed meanings, respectively. From the photos showed on social media, the audiences who try to combine themselves with the art, it is likely, find an easier way of identity-construction, especially turning themselves from audiences to consumers. When the ritualistic forms extend to the field of media, it renders the audiences who previously do not intend to enter museums visible in these online art communities while facilitating the behaviours of ' conspicuous consumption'. Concurrently, the various self-taking photos re-reflect how much the culture capital is possessed by audiences.

Furthermore, this article seeks to induce introspection for the culture industries. The dearth of the cultural deposits among the public challenges the operation of museums, the cultural barriers are still severe for achieving audiences' existing meanings in the art world. If museums stand as the commodities in the consumer markets, the art or any heritage culture would weaken and the entertainment instead. In return to Postmen's statement, that the most dangerous is that the ' important cultural conversations' are missed through the lens of media in the technology age. Back to the beginning of this article, postmodern society is an era of re-enchantment. However, what the meaning of the ' enchantment' and how to apply that to benefit the identity construction work through appropriate rituals' transmission should be contemplated by the whole cultural circle and everyone.

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Effects of Stereotypes on Second Language Acquisition in Intercultural Communication

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Abstract: Language is the vehicle of culture and culture is the symbol of language. People with various cultural backgrounds have different cognitive approach and communication methods. The language acquisition must accompany with culture acquisition. Stereotypes, the oversimplified and generalized beliefs of certain groups in intercultural communication, may directly lead to the second language acquisition (SLA) efficiency. An objective view on stereotypes will not only promote intercultural communication, but also help SLA learners master the target language accurately. In this article, the author will focus on the recognition of stereotypes in intercultural communication, and discuss affects that stereotypes bring to SLA learners.
Keywords: stereotypes, second language acquisition (SLA), intercultural communication.

1.DEFINITIONS

Understandings of stereotype change in different periods of time. Definitions given by different scholars reflected certain period of society. Stereotype as a term is to describe a collection of people who think in a very simple and unchanged way.

From 1930s, scholars in social and psychological field, defined the stereotype was rigid, oversimplified bias of certain collection of people. Different from the previous classification of definition, from 1950s, scholars emphasized more on causes, processes and changes of stereotypes. Now Kosslyn and Rosenberg (2004) described in their book that "a stereotype is a belief (or set of beliefs) about people in a particular social category…". According to their opinions, stereotype may be positive, neutral or negative.

Chinese scholars also devote various researches in stereotypes. Zhao (2005) pointed out both the cultural linguistics and cognitive linguistics guided stereotypes, which are regarded as a language of culture.

Above these definitions given by scholars, it is not difficult to conclude stereotypes mainly have the following obvious characteristics: oversimplification, judgment without discrimination, stability and variability (Guan, 1995). In this process of experience, people are getting to form some images the same as groups who have the similar experiences and thought. This means people have already had their own impressions when encountering communication before any careful and rational thinking. Stereotypes are also not easy to be removed and changed. However, stereotypes are not always the same all these years. Information, ages, affairs, individual demands and the like are changed, and stereotypes may also be varied. This is to be certified in Chinese history that about a hundred years ago, opinions abroad about a Chinese were a coward of Asia, but nowadays when referring to China, words are rich, delicious food, assets and Chinese kong fu.

Intercultural communication is a new discipline. Culture and communication are closed friends. When people manage communication, they convey their own culture to their partner whose culture is different from yours. Intercultural communication is communication between the two or more communicators whose culture are different and make an influence on their interaction. No matter how closed relationships these parties have, they may differ in various aspects of life, like ages, gender, social status, personalities and the like. In the process of communication, they cannot utterly understand what the others say. The intersection can be regarded as intercultural communication, seeming no differences but always showing differences in details.

2.INTERCULTURAL COMMUNICATION AND STEREOTYPE

There are two mainly fields of researches, psychology and intercultural communication. These two different disciplines put different focus on stereotypes. Psychology puts more emphasis on self-awareness and cognition, while intercultural communication on managing a successful interaction. A large group of scholars support the view that stereotypes are negative and hinder intercultural communication. However, the other group of scholars hold a more neutral or positive view of stereotypes. Scholars at home, point out that it is necessary to manage intercultural communication research through stereotype analysis and Hu(2000), built the model of "paradox of intercultural communication".

Stereotypes have both positive and negative effects. From the perspective of positive stereotype, the basic cognitive approach, help people simplify intercultural communication. As Allport(1954) indicated, people live in this fairly big and complex world with limited capabilities to understand mutual culture, who often unconsciously take stereotypes as a solution to dealing with this overloaded world. On the other hand, stereotypes, as a psychological approach, or conformity of a certain patterns, help people avoid uncertainties and anxieties to an unstable world and conduct a successful intercultural communication.

A Stereotype is a natural process in communication, but it has negative affects on intercultural communication. Misunderstandings are the common one. Stereotypes are mainly acquired from the surrounding environment: direct contacted people and the mass media. All theses resources have limitations and narrowness, causing the outcome of stereotypes to become limited, improper and inaccurate (Samovar and Porter, 2004). This means stereotypes can make people tend to regard all members of groups are identical and all other groups members are totally opposite. Stereotype is often guided by improper perceptions and non- truth. For example, women are often stereotyped as the assistant of husbands' life, as well as the homeworker who are less ambitious on work in this man-dominant society. But this is misunderstood as a complete truth.

3.HOW TO RECONSTRUCT STEREOTYPES

No matter what sorts of stereotypes, negative or positive, deeply rooted or superficial, they cannot be removed for stereotypes are cognitive and unconscious. The biased and limited stereotypes should be reconstructed with fair and better ones. In order to rebuild the stereotypes, Yu (2004) generalized a model: 1 stereotype 2 self-examination 3 deconstruction 4 new stereotypes. This process of reconstruction firstly deconstruct and analyze through self- examination. Then the negative stereotypes are rebuilt into a more neutral or negative one. This is a dynamic process: the old destructed into a new one while the new one may be negative enough to develop into an old one. Although via reconstruction, stereotypes cannot be rational for it is an unconscious and subjunctive outcome, it still develops into a positive direction. Therefore, in intercultural communication, stereotypes may always occur in intercultural communication.

4.SECOND LANGUAGE ACQUISITION AND STEREOTYPES

According to Muriel Saville-Troike(2008), "Second language acquisition refers to the study of individuals and groups who are learning a language subsequent to learning their first one as young children". SLA has already been formed in the earlier years of children, although there are people who may acquire second language firstly in their old ages. Language and culture are closed related to each other. People who adapt the language culture will get SLA soon. More scholars focus on researches of the second identity formation, which is inevitable to contact the culture and society. Therefore, SLA accompanies with the second culture adaptation. There are mainly four stages to adapt culture and acquire second language. Firstly, learners are quite excited to learn the second language, but their exciting time is short. Secondly, learners will come across cultural shock. More and more cultural diversities are continuously hindering learners' realization to identity and security, which produce resistance and alienation. In this stage of work, learners will seek more partners whose beliefs, learning experiences and values are the similar to comfort difficulties they come across. Thirdly, it comes to half-recovery stage. This often occurs when awareness reconstructs. The whole process is tending to a positive and progressive direction. Finally, the fourth stage, the full-recovery period, is assimilation. Learners complete their cultural adaptation and gain the new confidence and identity. It is clear that the unconscious stereotypes have great effects on SLA, which may occur in the whole stage of SLA.

Here stage one and two will be further discussed in details. Stereotypes, mostly accepted by the majority are negative, oversimplified beliefs of certain group members. But, in the first step of cultural adaptation and SLA, stereotypes play a positive role in promoting to accept culture. Learners are exited about everything new, including learning a new language, which is often seen at the beginning of learning. However, in stage two, negative stereotypes are clearly seen to prevent learners acquire the second language. The affects mentioned in the above have discussed that stereotypes may lead to misunderstandings, prejudice and discrimination. In stage two, learners are nervous about the uncertain new culture, so they usually choose to avoid but then initiative to break through obstacles. For example, Chinglish — abnormal forms of Chinese English, given definitions by Wikipedia: Chinglish is the English influenced by the Chinese language. Chinglish can be seen as an error-correct process, which will be experienced in SLA. As Kachru(1982) has stated that English, once adopted by an area, it will experience a process— part of language regeneration and part of the cultural regeneration. It is the so-called localization. Chinglish sounds no differences to English-speaking foreigners, but is much easier for Chinese to understand. For example, the noun phrase— mutual cooperation is an inaccurate expression, in which cooperation are conducted by mutual parties, or more than two partners. "Mutual" should be removed. Reasons that cause Chinglish, include stereotypes. Chinese, is easier for their masters to express the tense, for example, if the users want to explain the past tense, he will just add an adverb in this sentence. There is no variation in tense, person and number. But for English, he will vary in person and tense. When Chinese SLA students begin to learn English, variations in noun, tense, grammar between Chinese and English are quite difficult to adapt. Stereotypes of using Chinese way of speaking to express the relevant English expression seem difficult to come across. What's more, Chinese traditional culture is deeply rooted in Chinese history and affect every way of thinking and behaving, which lead Chinese to be a more simplified language. This is usually seen in intercultural communication. One party takes for granted what they conveyed is all clear and accurate, but the receiving party transfers a wrong meaning. This is because stereotypes prevent what they have expressed. The information conveying party thinks naturally that they are the same group members sharing the similar beliefs. Thus, stereotypes lead to an unsuccessful SLA in the context of intercultural communication.

Besides Chinglish, language interference or language negative transfer is another important aspect of stereotype influencing SLA. Based on cognitive structure theory, transfer is an integration process via assimilation, reconstruction and conformation. The essence of transfer is to use original cognitive structure with new learning strategies together to reconstruct a new cognitive structure. To the specific language transfer, it depends on two languages. The simplified language transfer is affected by diversity and generality of the target language and any language that has been acquired or incomplete acquired. Transfer can be classified into two categories, positive transfer and negative transfer. According to Ellis (1994), in the earlier stage of SLA, positive transfers with obvious promotion for learners still have not built a development model. The negative transfer, namely mother tongue interference, sometimes impedes the formation of a new language learning system. The negative transfer is the main obstacle for SLA. The negative transfer is deeply touched the way of thinking, customs, and values. For example, for Chinese SLA learners, they have already accustomed the way of writing in Chinese and also have to face an embarrassed obstacle that they have already passed the best English learning ages. In addition to that, the environment of speaking and listening are quite limited in regular English classes. The reality is that Chinese learners have been influenced by the negative transfer. When negative transfer happens, grammar mistakes, structure organization and stereotypes may be produced. To avoid negative transfer, learners have to face it reasonably. It is necessary and inevitable for negative transfer in SLA, which means the process of learning a second language is hard. But mistakes make people head on. Do not fear of making mistakes in language learning. It is necessary to broaden the target language culture. As for English, diversities of eastern and western culture should be paid attention in daily study. Interaction with English-speaking people will help learners reduce the negative transfer that their mother tongue cause. Improvements of self-consciousness are also good ways to avoid producing negative stereotypes.

5.CONCLUSIONS

This article explores definitions of stereotype, intercultural communication and SLA both from abroad and at home. Based on the definitions of these terms, the author also discuss relations between intercultural communication and stereotypes. In the end, the author explains how stereotypes and SLA affect each other in the context of intercultural communication. In this context of globalization and quick paced world, people have great pressure to manage their affairs with any bias or misunderstandings. These negative stereotypes should be paid more attention. Stereotypes, as the unconscious and cognitive behavior, now can be reconstructed into a new one, which guide people to get better understandings of their communicators and help adapt SLA. SLA also influences stereotypes through both positive and negative transfer of the target language. Thus, stereotypes and SLA are related and affected mutually. This article still has deficiencies. Discussions should be further explored beyond linguistics and intercultural communication, and extended to psychology, sociology and anthropology.

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Discussion on the Particularity of Governmental Accounting System Implemented by Primary Medical and Health Institutions

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Abstract: Primary medical and health institutions have their industry specialties and are quite different from other administrative institutions. In the process of implementing the governmental accounting system, according to the "Supplementary Provisions on the Implementation of Governmental Accounting System ——on Accounting Subjects and Statements of Administrative Institutions for Primary Medical and Health Institutions", issued by the Ministry of Finance in August 2018, some special treatments are required.
Keywords: primary medical and health institutions; governmental accounting system; particularity

1. INTRODUCTION

Primary medical and health institutions are different from other public institutions, and have obvious industry particularities and complexities. In the process of implementing the governmental accounting system, some accounting treatments principles are subject to the same general framework, and supplementary regulations have been formulated for the particularity based on this industry.

2.THE INDUSTRY PARTICULARITY OF PRIMARY MEDICAL AND HEALTH INSTITUTIONS

Firstly, the revenue business process is complex, and the categories are diverse. Secondly, the cost of medical services and public health services, business expenses, and expense reimbursements are less centralized and the workload is heavy. Thirdly, the diversified sources of financial subsidies and non-corresponding financial appropriations, with a long service life. Fourthly, there are numerous accounts payable, complicated cost collection, and cross-cycle payments. Besides, the cash flow is mainly based on the analysis of medical services and public health service activities, with large capital flow and high capital management requirements. Finally, the leadership level of the primary medical and health institutions, the higher-level competent departments, as well as the financial, human and social departments, have their own different reporting requirements, and higher requirements for the financial accounting and management of primary medical and health institutions[1].

3.THE PARTICULARITY OF GOVERNMENTAL ACCOUNTING SYSTEM IMPLEMENTED BY PRIMARY MEDICAL AND HEALTH INSTITUTIONS AND ITS TREATMENT MEASURES

(1) The transportation and miscellaneous expenses of inventory items are not included in the item cost processing

According to the cost of inventory is defined in Article 6 of "Governmental Accounting Standard No. 1-Inventory", including the the purchase price, related taxes, transportation fees, loading and unloading fees, insurance fees, and other expenditures attributable to inventory which make the inventory reaching current location and state[2], the cost of medicines, materials, general supplies and other items of primary medical and health institutions should include transportation and miscellaneous expenses. As we all know, since the implementation of the new medical reform policy in 2009, most primary medical and health institutions have implemented "zero price difference" sales of drugs, while the purchase price of drugs is finally confirmed in the bidding and does not include other costs. If the cost includes transportation and miscellaneous expenses in the primary medical and health institutions, the "zero price difference" policy becomes a "price reduction" policy. Furthermore, comparing to the huge amount of item cost, the amount of shipping and miscellaneous expenses is almost negligible. It is diluted to the smallest unit item cost, only a 4-digit change after the decimal point, which may be erased in the final settlement, resulting in a financial account. A difference increases the processing workload of the financial staff. Therefore, it is clarified in the "Primary Medical and Health Institutions Implementing Governmental Accounting System Connection and Supplementary Regulations"(hereinafter referred to as the "Connection and Supplementary Regulations") that if the freight and miscellaneous expenses of inventory items can be directly recorded in the business cost, they are recorded in the business activity expenses, if not, they are recorded in the unit management expenses. This operation avoids the unfavorable implementation of the drug policy, reduces the complexity of item cost processing, and also reduces the workload of accounting personnel.

(2) The scope of provision for bad debts is different

The governmental accounting system stipulates that the provision for bad debts shall be drawn according to a certain proportion of accounts receivable and other receivables, including the entire accounting scope of accounts receivable and other receivables. "Medical expenses receivable from hospitalized patients" are not real accounts receivable, but in funds are suspended when revenue is recognized and will be reversed in the following month. If bad debt provision is made for this part of the accounts receivable, expenses will be inflated. Therefore, in the "Connection and Supplementary Regulations", the scope of provision for bad debts excludes the medical expenses receivables from hospital patients. This treatment is different from the governmental accounting system, but it is to ensure the substantive principle of accounting treatment.

(3) Fundamental differences in the withdrawal of special funds

The provisions on the extraction of special funds in the governmental accounting system are drawn from the non-financial appropriation balance, and drawn from income calculated based on budget revenue under budget accounting; and in the "Connection and Supplementary Regulations", the provision of special funds for primary medical and health institutions is extracted based on the calculation under financial accounting. The calculation basis of the two withdrawals is different. Budget accounting is based on the realization of receipt and payment. However, the amount of medicines, materials, and equipment of primary medical and health institutions is huge, and the processing of the payment time has a great impact on the revenue and expenditure under budget accounting, so in order to ensure the authenticity of the base figure drawn by the special fund when implementing the governmental accounting system in the primary medical and health institutions, the special fund is drawn on the basis of financial accounting income and surplus.

(4) Concretion of depreciation period of fixed assets

The "Governmental Accounting Standards No. 3—Fixed Assets" application guide stipulates the life span of medical equipment in the interval of 5 to 10 years, and other assets have a minimum limit[2], and the "Connection and Supplementary Regulations" clearly stipulates the specific useful life of medical equipment and other assets, such as 5 years for medical electronic equipment and 6 years for medical ultrasound equipment. The specific setting of assets service life provides operation guidelines for equipment management personnel and financial personnel of primary medical and health institutions, which is more conducive to the calculation of daily depreciation of financial personnel, and is also conducive to the unification of accounting standards of medical units.

(5) Different treatments for compensation of medical losses

In the governmental accounting system, when income and expenses are carried forward at the end of the period, they are transferred to "current period surplus", then "current period surplus" is used for "current period surplus distribution", and finally transferred to "accumulated surplus". There is no detailed account under the current period surplus and accumulated surplus. In order to distinguish surpluses from different sources of funding, primary medical and health institutions set up detailed subjects for medical surplus, public health surplus, and science and education surplus under current period surplus and accumulated surplus. Under the accumulated surplus, “new and old conversion surplus” was added due to the conversion of old and new systems. The account is used to calculate the previous year's surplus generated when the old system is converted. Therefore, when a loss occurs, firstly using "current surplus-medical surplus" to make up for the loss; in the case that the medical surplus is not enough to make up the loss, using "accumulated surplus-medical surplus" to make up; if "accumulated surplus-medical surplus" is not enough to make up, using "accumulated surplus-new and old conversion surplus" to make up; if it is still negative, then "accumulated surplus-medical surplus" is the debit balance, and it will be carried out when there is a balance in the following years to make up. Primary medical and health institutions are more detailed in the treatment of balances than the governmental accounting system, and deal with them separately. In addition to medical surplus, the balance formed by public health funds is transferred to the accumulated surplus-public health surplus, and the balance formed by science and education funds is transferred to the accumulated surplus-science and education surplus, to distinguish the surplus formed by different funding sources. By subdividing the detailed accounts of different fund balances, it reveals the balance of self-owned funds of primary medical and health institutions. This is the true balance of the primary medical and health institutions' own operations. It can accurately reflect the financial status of primary medical and health institutions and provide an effective reference for leadership decision-making.

(6) Different treatments for using the accrued project overhead or management fee to purchase fixed assets and intangible assets

The governmental accounting system does not involve such matters, and only elaborates on the use of accounting items, that is, accounting through the "accrued expenses". In actual implementation, the probability of using the accrued expenses to purchase fixed assets is still relatively large. Therefore, the "Connection and Supplementary Regulations" has made supplementary provisions for the use of project overheads or management fees to purchase fixed assets and intangible assets, and debits "business expenses" and credits the "fund balance" account at the same amount. . While increasing the accounting treatment of the asset's book value, increasing the accumulated surplus balance, that is, when using the accrued project funds to purchase assets, the asset's book value will be fully deducted from the accrued expenses and the deducted amount will be deducted at the same time to increase the accumulated surplus balance and offset the surplus through asset depreciation in subsequent years.

4.SUMMARY

The governmental accounting system will be implemented on January 1, 2019, and all administrative institutions must implement a unified governmental accounting system. Every industry has more or less specificity, in actual handling, in order to maintain the orderly development of the industry and business, special matters are handled through industry linkages and supplementary regulations under the general framework, seeking common ground while reserving differences, which has continued the system consistency and maintained the particularity of the industry, which is conducive to promoting the smooth implementation of the governmental accounting system.

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Research on Dilemma in the Entrepreneurship of College Students and Its Countermeasures

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Abstract: China clearly proposes to promote employment by entrepreneurship, and has formulated a series of policies and measures to vigorously broaden the entrepreneurial path of college students and create a good entrepreneurial atmosphere. This paper takes the current situation of students' entrepreneurship as an opportunity to analyze the situation of the realization of government responsibilities in students' entrepreneurship. The research shows that the degree of realization of government responsibilities in students' entrepreneurship is low, and there are problems in financing support and preferential policy implementation. Based on this, this paper puts forward corresponding suggestions from the perspective of policy-making and financing support to promote students' entrepreneurship to provide some references for college students to start their own business.

Keywords: College students; Dilemma in entrepreneurship; Countermeasures

1. THE CURRENT SITUATION OF STUDENTS' ENTREPRENEURSHIP IN CHINA

Under the background of continuous enrollment expansion of colleges and universities in China, the number of college graduates in 2017 has reached to 8.19 million, and the employment situation of college students is even more severe. In order to deal with the employment problem of students, China has issued a series of policies and measures to promote employment by entrepreneurship. In the government report, it clearly puts forward mass entrepreneurship and innovation initiative to encourage college students to start their own businesses. And governments at all levels have also issued corresponding policies and measures to promote students' entrepreneurship gradually towards a sustainable path.

1.1 The main characteristics of students' entrepreneurship

In recent years, the state vigorously promotes college students' entrepreneurship, and the students' entrepreneurship policy is constantly improved, which creates a good atmosphere for college students' entrepreneurship. The scale of students' entrepreneurship group is also expanding, the enthusiasm of students' entrepreneurship is rising, and the success rate of entrepreneurship is also improving. Students' entrepreneurship presents new characteristics. (1) The scale of students' entrepreneurship group is expanding, but the overall entrepreneurial group accounts for a relatively small proportion. Employment and postgraduate entrance examinations are still the main choices for college graduates. The country has successively introduced a series of preferential policies, such as financial support and preferential policies. However, the effects of various positive measures are still relatively small, and the scale of students' entrepreneurial group is still relatively small. On the one hand, college students are worried about the failure of their entrepreneurship. A survey investigated by Nankai University shows that up to 89% of college students have a serious fear of entrepreneurship. On the other hand, college students lack social practice, do not grasp the development trend and operation characteristics of the industry, and worry that they can not control the sudden situation in entrepreneurship. (2) The ability of college students to grasp the direction of entrepreneurship is weak. College students have a high level of education and a strong ability to understand new things, and they have accumulated corresponding management, economic and tax knowledge in the process of university learning, but they lack corresponding practical experience. Under the situation of insufficient practical teaching in universities, college students lack entrepreneurial experience, and there are certain defects in market grasp and interpersonal relationship management in the business. Their entrepreneurial ideas can not stand the test of the market, which also increases the difficulty of students' entrepreneurship. (3) At present, the government's support for students' entrepreneurship is in the initial stage, which needs to be improved. Under the call of the country, all kinds of preferential policies emerge in an endless stream, but the operability of all kinds of policies is not strong, the incentive effect on students' entrepreneurship has not been realized, and the students' entrepreneurship policy system needs to be improved.

1.2 Social responsibilities of students' entrepreneurship

To put it simply, the responsibilities of students' entrepreneurship refer to the policies and measures adopted by the government for students' entrepreneurship in order to promote students' entrepreneurship and create a good environment for their entrepreneurship. The responsibilities of the government mainly include maintaining a good market order and creating a level playing field. The responsibilities of the government referred to in this paper refer to the responsibilities assumed by the national administrative agencies at all levels in order to create a good environment and maintain a good market order. In 2014, Premier Li Keqiang clearly pointed out that it should vigorously promote the entrepreneurship and employment of college students and use entrepreneurship to promote the employment of college students. In this process, the government plays the role of functional departments to coordinate and organize resources at all levels to provide entrepreneurial services for universities. The government assumes the role of a guide in undergraduate entrepreneurship, combining its own macro-control capabilities on market resources and market development trends to formulate policies and measures that are conducive to undergraduate entrepreneurship. And the government should correctly handle the relationship between undergraduate entrepreneurship and social needs, and create a good entrepreneurial atmosphere .

2. STRATEGIES TO DEAL WITH THE DILEMMA OF STUDENTS' ENTREPRENEURSHIP

Under the new normal, college students' entrepreneurship provides new impetus to promote the development of the socialist market economy. It needs the government's strong support to guide students' entrepreneurship, promote employment by entrepreneurship, and build a new engine to promote sustainable economic development in solving the severe employment problems.

2.1 To establish a comprehensive support system for students' entrepreneurship

Under the new normal, the environment facing students' entrepreneurship is becoming more and more complex. The government needs to grasp the economic development trend based on the current entrepreneurial needs of college students, and establish a supporting policy system that adapts to the times. It is necessary to build a policy support system for college students' entrepreneurship. On the one hand, it needs to integrate the resources of various levels of government policies and regulations for college students' entrepreneurship and raise them to the level of laws and regulations to form a policy system specifically for students' entrepreneurship and form a systematic, targeted, and more effective policy system. On the other hand, it needs to give full play to the responsibilities of various government departments and improve the implementation mechanism of supportive policies for students' entrepreneurship. Under the law and regulation system for students' entrepreneurship, labor security departments, industry and commerce departments, taxation departments, and financial departments establish corresponding working mechanisms, such as improving entrepreneurial knowledge training mechanisms and simplifying approvals procedures. In addition, it is necessary to build a working mechanism to implement the entrepreneurial policy for college students. The government and colleges and universities are the subject of the implementation of students' entrepreneurial policies. It needs to compile the current policies on students' entrepreneurship, such as tax relief and entrepreneurial loans, and pass them to college students through special lectures and special reports. And it also needs to take the initiative to establish a support mechanism for students' entrepreneurship, and constantly improve the preferential policies for students' entrepreneurship based on the actual needs of college students, and fill in the shortcomings of the current students' entrepreneurship policies.

2.2 To strengthen publicity and support for students' entrepreneurship

The effectiveness of the policy can not be achieved without publicity, which requires the government to strengthen the publicity of students' entrepreneurship policy and enhance students' understanding of government entrepreneurship policy at all levels. First of all, it needs to publicize students' entrepreneurship policy in the form of system, introduce students' entrepreneurship course into the teaching system of colleges and universities, publicize preferential policies formulated by governments at all levels through entrepreneurship course, and take classroom as an important policy propaganda position, so as to enable students to understand the latest industry development trends and grasp the current policy guidance of governments at all levels, and guide college students to accumulate corresponding practical experience to lay a good foundation for college students' entrepreneurship. Secondly, it needs to build a three-dimensional publicity platform. At present, there are many government policies, but there is a lack of professional platform to convey the policies to college students. The government can use radio and television, network community, micro platform to carry out publicity, and set up a publicity group for students' entrepreneurship policies. The group undertakes the publicity work of government policies to ensure the timely transmission of the latest policies and provide guidance for college students' entrepreneurship with policy support. At last, enterprises should be encouraged to cooperate with colleges and universities and create training base for college students' entrepreneurship to provide practice platform for college students' entrepreneurship. Enterprises actively carrying out the work should be given certain financial support, and timely combine the problems in college students' entrepreneurship practice to establish guidance mechanism for planning guidance for college students' entrepreneurship, legal rights protection guidance, project training services, etc., so as to give full play to the government's guiding duty.

2.3 To provide venture capital for college students

It is difficult for college students to start a business and the financing channel is relatively narrow. Therefore, the government should improve the service system of students' venture financing to solve the problem of students' venture capital. Firstly, it is necessary to improve the financial and tax financing system of students' entrepreneurship. Under the existing policy system, we should grasp the characteristics of students' entrepreneurship, guide them to transfer to emerging industries, increase the coverage of students' entrepreneurship policies, and strengthen the financial and tax incentives, so as to provide some support for the stability of students' Entrepreneurship funds. Secondly, the government should improve the procurement system. The government establishes a service purchase mechanism with students' entrepreneurial projects, and provides financial support for students' enterprises in the form of government procurement, so as to ensure the smooth progress of students' entrepreneurial projects and firm their entrepreneurial confidence. In this process, the government needs to establish a corresponding evaluation system to evaluate the prospects of students' entrepreneurial projects and support the optimization and improvement of students' entrepreneurship. Finally, we need to promote the construction of financing channels for students' entrepreneurship, establish a coordination mechanism with financial institutions, promote financial institutions to develop financing products suitable for students' entrepreneurship, meet the needs of students' entrepreneurship capital, and maintain the stability and sustainability of entrepreneurship capital.

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Design Of Computer Course System For Electronics Majors under The Background Of New Engineering

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Abstract: Under the background of new engineering,computer technology is more prominent in the training program of Electronics majors.This paper studies the establishment of computer courses and teaching contents for electronic majors.The necessity of critical courses is analyzed.Electronic majors generally require students to have a better ability to develop embedded systems.If AI technology is integrated and the excellent engineers in the direction of embedded AI will be trained.It will be a feasible scheme for the upgrading of the traditional electronic specialty.

Keywords: New Engineering;Computer Class System;Embedded System;AI

1.INTRODUCTION

Computer technology is the core technology to promote the development of electronic information industry.Under the background of new engineering construction,higher requirements are put forward for the computer application ability of students majoring in electronics.This paper makes an in-depth study on the reform of computer course system and teaching content of electronic specialty.Electronic majors require students to have a solid ability of embedded system development.If AI technology is integrated,the professional training direction is aim to train excellent embedded AI engineers,so as to support the development of local emerging economy. This idea puts forward a set of feasible solutions for the upgrading of traditional electronic specialty.

2.COMPUTER COURSE SYSTEM

Electronic majors require students to have higher computer theory and application technology. The basic operation ability of computer and the skillful use of professional application software are the basic requirements for students.On this basis,students are also required to master certain software development ability and design software modules for specific hardware systems[1].In order to meet the requirements of new industrial development for new engineering construction,students are required to master new computer technology such as AI.Corresponding to the above professional learning requirements,the computer curriculum system of electronic specialty is set up into four levels.

(1)Basic computer courses

Such courses mainly include introduction to computer,programming language,microcomputer principle and interface technology,computer network.

Introduction to computer systematically and comprehensively introduces the basic knowledge of computer technology,and guides students to understand the overall framework of computer technology from the overall perspective.New engineering courses also put forward new requirements for the course.It is necessary to increase the knowledge of new computer technology,such as AI,big data,cloud computing,and so on.

Programming language is still based on the traditional C language.Especially in the field of embedded system development,C language is prefer.In all kinds of subject competitions,C language is the best choice for electronic system software development.

The course of Microcomputer Principle and interface technology is necessary.Without it,it is difficult for students to transition from traditional 8-bit MCU to 32-bit MCU and ARM embedded processor.In addition,the interface technology has certain commonness in learning.Mastering the basic hardware and software design of serial parallel interface is an important foundation for learning new interface technology.

The knowledge of computer network for students majoring in electronic information should not only stay in the use of network.Students should be trained to deeply understand the working principle of computer network and various layer protocols,and have the ability of LAN networking,network security technology and network application software development.Most of the modern electronic systems have the ability of network communication,especially AI products,such as intelligent home,intelligent agriculture,intelligent medical and other systems,put forward higher requirements for network technology.Therefore,students majoring in electronic information need to master the deeper knowledge of computer network.

(2)Computer hardware courses

Computer hardware courses mainly include 51 single chip microcomputer principle, embedded system design,FPGA programmable logic devices.

Today's society is a post PC era,high-speed,high reliability,low-power embedded systems are increasingly widely used [2].All kinds of intelligent electronic devices are springing up,and the era of intelligence is coming.Information and intelligence are the main characteristics of new engineering,and intelligent machine cannot do without the hardware support of embedded microprocessor.Therefore,embedded system design plays an increasingly important role in the whole computer curriculum system.

The study of 51 core micro-controller is the basis for students to master the principle of 8-bit micro-controller,and it is also the only way for students to turn to 32-bit micro-controller and continue to learn embedded system design.However,due to the shrinking market share of 8-bit MCU and the further decline of the price of 32-bit MCU,8-bit MCU will eventually withdraw from the stage of history.In some domestic colleges and universities,including the author's school,the teaching content of single-chip microcomputer course for electronic majors is still based on 8-bit single-chip microcomputer.Only through subject competition,some students have mastered the use of 32-bit single-chip microcomputer.This situation obviously can not meet the development needs of new engineering construction.It is the general trend to gradually compress 8-bit MCU class hours and make 32-bit MCU and embedded system design become professional core courses.Embedded system teaching practice is particularly important.Combined with quality development and various subject competitions,we should build a diversified practice platform to cultivate students' innovative thinking and improve their engineering application ability.

With the rapid development of information technology,modern electronic system design technology has undergone a revolutionary change.EDA technology based on programmable logic device provides more convenient and flexible tools and means for the design of digital system,and has become the mainstream of digital electronic system design methods.Mastering this design technology is a basic requirement and necessary skill for students majoring in electronics.The infinite programmability of FPGA makes it indisputably become the best practice platform of circuit design.

(3)Computer software courses

In order to cultivate students' programming ability,software courses mainly include data structure and algorithm analysis,embedded operating system.

Data structure and algorithm analysis is the core course of software courses.Only by deeply understanding the commonly used data structure and related algorithms,can students develop good programming skills and develop efficient and reliable software.

Embedded operating system is one of the software parts of embedded system.With it,the embedded system can run multiple tasks and has good software portability.Embedded operating system provides a lot of open source software,libraries and tools,so the efficiency of software development is high.With the intellectualization and networking of electronic equipment,the system functions become more and more complex.Only with the support of embedded operating system can the development efficiency be further improved and the product development cycle be shortened.Therefore,the course of embedded operating system is very important.

(4)AI related courses

How to upgrade the traditional specialty?Different majors have different characteristics.In view of the characteristics of electronic information specialty and the traditional curriculum system,we revised the professional training program,changing the professional development direction to embedded artificial intelligence direction,in order to meet the needs of local economic development for talents.Related computer courses include introduction to AI,machine learning,python language.

Introduction to AI is a guiding course about artificial intelligence.It mainly introduces the basic theories,methods and application fields of artificial intelligence.

Machine learning is the most important method to realize AI.Mastering machine learning and related intelligent algorithms is the basis of learning AI.The teaching content of machine learning mainly includes the basis and key technologies of machine learning,such as data preprocessing technology,common models and algorithms of machine learning,etc.

At present,80% of the top 100 universities in the world are setting up Python language,which has gradually become the first choice for learning programming[3].Python language integrates many machine learning algorithms,machine learning algorithm framework and programming interface,which is the preferred language for learning machine learning.Python language can make students quickly master machine learning related algorithms,rather than limited to a large number of tedious programming work.

In the new era,the influence of AI on the cultivation of engineering talents has gradually gone from the laboratory to the industrial stage,which will profoundly affect and even transform the development of various industries.For example,the combination of artificial intelligence and intelligent manufacturing,and the combination of artificial intelligence and automatic driving will promote the development of engineering talent training to the goal of intelligence and automation [4].Students majoring in electronics have solid embedded system development ability.If they have knowledge of artificial intelligence at the same time,they can easily become excellent engineers in embedded artificial intelligence.

3.CONCLUSION

The construction of new engineering is not only an opportunity,but also a challenge.In order to train new engineers to adapt to the development of new economy,it is necessary to transform and upgrade the traditional majors.The traditional electronic specialty is closely related to computer technology.Under the requirements of new engineering construction,higher requirements are put forward for computer technology.This paper makes an in-depth exploration of the computer curriculum system for electronic majors.In addition,students majoring in electronics have a solid ability of embedded system development.If combined with AI technology,embedded AI engineers will be trained.

ACKNOWLEDGEMENT

This paper is supported by the teaching and research project of Anhui University of Finance and Economics(acjyyb2020008)

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The Influence and Effect of Contextual Culture on English and American Literature Translation

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Abstract: Context plays a very prominent position in English and American literature translation: it is not only the basis of English and American literature translation, but also the key to English and American literature translation. Contexts must be taken into account in English and American literature translation. Contextualized translation can not only maximize the charm of spoken and written language, but also show the ideological charm and connotation of literature. This paper first presents the concept of contextual culture, analyzes the relationship between contextual culture and English and American literature translation, and focuses on the influence of contextual culture on English and American literature translation.
Keywords: Contextual Culture; English and American Literature Translation; Influence;

1.CONCEPT OF CONTEXTUAL CULTURE

Contextual culture refers to the specific environment in which a speaker uses language, involving not only subjective factors such as the speaker's emotionality, but also objective factors such as social conditions and cultural background. Specifically, the speaker's life style, values and religious beliefs are all part of the contextual culture. In general, contextual culture covers a wide range of factors, including the rules and specific techniques of using language from the linguistic point of view; literary attainment from the cultural background point of view; the specific way of speaking, the method of speaking, and the speed of speaking from the speaker's point of view.

Contextual culture and language are inextricably linked, and where there is language, there is a corresponding contextual culture. Differences in linguistic habits and cultural backgrounds can produce completely different contextual cultures.

2. THE INFLUENCE OF THE DIFFERENCE BETWEEN CHINESE AND WESTERN CONTEXTUAL CULTURES ON ENGLISH AND AMERICAN LITERATURE TRANSLATION

In recent years, as the cultural exchanges between China and the West have become closer, people are well aware that there are huge differences between Chinese and Western cultures. It is because of the cultural differences that it is difficult for Chinese and western to have the same view on one thing.

2.1 Differences between Chinese and Western cultural contexts

For some animals, there are great differences in Chinese and Western understanding. For example, there is a Chinese idiom of "AiWuJiWu", which is used to describe that if you like a person, you will like people or things related to him. However, if translating literally, it would be confusing to Westerners. Combined with the cultural background of Westerners, it should be translated as "Love me, love my dog." because Westerners have a very close relationship with dogs and regard them as very good friends.

Another example is that there is also a big difference between the Chinese and Western understanding of "dragon". In China, the dragon is a very magical animal, and the Chinese regard it as a symbol of nobility and regard themselves as the heirs of the dragon; in ancient times, people also regarded the dragon as a symbol of power, and the emperor at that time regarded himself as real Dragon sky son. In the West, there is also a word corresponding to "dragon" in English, but the meaning of dragon is very different from that of China. In the understanding of Westerners, dragons are regarded as monsters or devils, or even as symbols of evil. Therefore, in the process of translating English and American literature, we should give attention to the "dragon" appearing in them and translate them reasonably in the western context and culture.

2.2 Differences in social etiquette between China and the West

The cultural differences between China and the West are also manifested in social etiquette. For example, Chinese and Westerners have different etiquette when greeting and farewell. Chinese people usually shake hands or nod to each other when they first meet; they wave their hands and say polite words such as "come again" to their guests in farewell. In contrast, people in the United Kingdom and the United States will generally have more intimate physical contact when meeting, such as hugging or bisous, and so on.

Another example is that there is also a big difference between Chinese and Western countries in terms of gift-giving etiquette. The Chinese place more importance on the value of the gift itself. In contrast, people in Britain and the United States pay less attention to the value of the gift itself, and most of them will choose small gifts that can represent their friendship.

Therefore, in the process of translating English and American literature, we must pay attention to the details of this aspect and take into full consideration the connotations possessed by the different social etiquette of China and the West.

2.3 Differences between Chinese and Western ways of thinking

Under the unique living background and cultural background, people have formed their unique language structure and unique thinking habits. Therefore, the Chinese and Western cultural backgrounds are different, so the language structure will naturally be various. So are the thinking habits.

Chinese people attach more importance to the harmony degree of the whole and focus on the collective at the expense of the individual. In contrast, people in the United Kingdom and the United States usually focus on the part first more than the whole so they are always used to solve specific problems individually.

These two ways of thinking are expressed differently in the Chinese and Western literature. Chinese writers usually describe from the entirety to the details, while English and American writers are very different from them, often describing tinny things in detail before describing them as panorama.

3. SPECIFIC INFLUENCE OF CONTEXTUAL CULTURE ON THE TRANSLATION OF ENGLISH AND AMERICAN LITERATURE

In order to read a literature in depth, readers have to communicate and exchange with the author in depth. To do this, it is necessary to put the reader and the author in the same context because when authors write, they do so base on their own literary knowledge, values, and views on life, which are inevitably influenced by the culture of their own context. Only when readers are in the same context as the author can they communicate with the author on an equal footing, can they truly interpret the literature from the author's perspective, and can understand the author's thoughts and feelings, cultural connotations, in the work he or she has created, and thus truly understand the content of the work.

4. THE INFLUENCE OF THE CONTEXTUAL CULTURE OF DIFFERENT PEOPLE ON THE TRANSLATION OF ENGLISH AND AMERICAN LITERATURE

4.1 The specific influence of the original authors' contextual culture on the translation of English and American literature

When people read some classic English and American literature, they often find that these can reflect the contextual culture of the writers themselves and the characteristics of the times they lived in. For example, the famous American writer Ernest Hemingway wrote a very famous novel For Whom the Bell Tolls, which was written in the context of the Spanish Civil War that took place from 1936 to 1939. Hemingway, as a war correspondent, witnessed the heroic feat of internationalist fighters who helped the Spanish people in their struggle against fascism at the front. Through this, we can see that when translating English and American literature, translators must first have a deep understanding of the original author's life and creative background, and then translate according to the contextual culture, so as to show the ideological and cultural connotations that the original author wants to express.

4.2 The specific influence of readers' contextual culture on the translation of English and American literature

When translating, translators should include the factor of readers' contextual culture into the scope of consideration, so that readers can have a deeper understanding. Specifically, we can start from the following points.

First, the readers' age, education level and cultural level will affect the translation of English and American literature. Some annotations should be added where necessary to help readers understand better, etc.

Second, it is well known that there are a hundred Hamlets in a hundred people's eyes; therefore, when translating, translators should not add their personal feelings to them, but translate them according to the original meaning of English and American literary works as much as possible, so that readers can understand them by themselves.

Thirdly, in general, translators are adults, however, the readers of the works may be children or old people, so when translating, translators should fully consider the needs of readers and improve the readability.

5. THE IMPACT OF CONTEXTUAL CULTURE ON TRANSLATION OF ENGLISH AND AMERICAN LITERATURE

5.1 Contextual culture promotes the development of English literary translation

When translators translate English and American literature, they must consider the factor of context.

It is important to make the author and the readers of the translated text communicate smoothly in different contexts and cultures. From this perspective, contextual culture can promote the development of English and American literary translation as well as the quality.

5.2 Translation based on contextual culture is the foundation of English and American literature translation

The original authors were influenced by their own contextual culture when they created their literary works. When translators translate these literary works, only by understanding the context and culture can we translate the essence and hidden meaning of these.

On this basis, the translation by the translator can build a solid bridge between the original author and the readers, so that the two can stand on an equal footing to communicate and exchange better, and thus make a true interpretation.

6.CONCLUSION

In conclusion, English and American literary translation is deeply influenced by contextual culture. First of all, the difference between Chinese and Western contextual cultures has a certain influence on English and American literature translation. Specifically, the differences between Chinese and Western cultural backgrounds, the differences between Chinese and Western social etiquette, and the differences between Chinese and Western ways of thinking all have a great impact on English literary translation. Secondly, the specific influence of contextual culture on the translation of English and American literature is manifested in two aspects: on the one hand, it has an impact on the degree of communication between the two languages; on the other hand, it puts the readers and the original authors in the same context and promotes equal and barrier-free communication between them. Again, different groups of people, both the original author's contextual culture and the reader's contextual culture, have an impact on the translation of English and American literature. Finally, the role of contextual culture on English and American literary translation cannot be ignored, because it greatly promotes the development of English and American literary translation.

Above all, contextual culture has a profound influence on English and American literary translation. Therefore, in the process of translating English and American literature, it is necessary to consider the differences between China and British and American countries from the perspective of contextual culture to avoid ambiguities or misunderstandings. In addition, translators should strengthen their own cultivation, broaden their horizons, and fully understand the educational and cultural backgrounds of the original authors and readers, so as to better translate English and American literary works and effectively improve the efficiency and quality of literary translation.

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Prototype Category Theory on Polysemy and the Enlightenment for Polysemy-teaching in English Course

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Abstract: Polysemy is a common phenomenon in language, and it is also an important content of English vocabulary teaching. However, polysemy has always been a difficult point in teaching and learning English vocabulary. A lot of research has been done on polysemy teaching at home and abroad. This study explains the cause of polysemy from the prototype category theory, which proves that the meanings of polysemous words are not unrelated but have family resemblance. One of the meanings is the core meaning of the word, which derives the edge meaning through the radiation and linkage of the core meaning. The analysis of prototype category theory method has been enlightened on college English teaching: if teachers explain and analyze the cognitive mechanism and formation reasons behind polysemous words in the process of polysemous word explanation and teaching, it will be beneficial for students to effectively learn polysemy in English classrooms and to make polysemy teaching more efficient.

Keywords: Prototype category theory; polysemy; English-vocabulary teaching

1. INTRODUCTION

Vocabulary is a tool for human communication and a carrier of human thought. Well-known linguist Wilkin (1972)[1] once said, “Without the word, we can’t communicate anything”. Vocabulary runs through the entire process of English learning, and it also plays an irreplaceable role in our lives. An important feature of English vocabulary is polysemy that the same word form bears multiple meanings. Polysemy is a common phenomenon in language, and it is also an inevitable requirement for language to develop and continue. Faced with such a large vocabulary system, understanding the causes of polysemy can help learners learn vocabulary more efficiently. The prototype category theory is a powerful explanation for the formation of polysemy. In the process of vocabulary learning, student only memorize the meaning of words mechanically during the learning process, and do not understand the relationship between the various meanings. In English classrooms, when teachers introduce the the polysemous words to students, they only pay attention to the pronunciation and meaning, and rarely explain the reasons behind polysemous words. This study attempts to use prototype category theory to explain the cause and formation of polysemy from the perspective of cognitive linguistics, and hope to provide a new perspective for the teaching of polysemous words in English vocabulary teaching and improve teaching efficiency, and provide some enlightenment for the teaching of polysemes.

2.THE MEANING OF POLYSEMY

The concept of polysemy was first proposed by Brel in 1876, and he believed that “absolute invariance does not exist, and any part of language will change”. The study found that the change in the meaning part of the language is the most obvious and most difficult for the learner to grasp the meaning (Zhang Suya, 2014). So the research on polysemy is very important. Polysemy means that a word has two or more meanings. One of them is the original meaning, and the rest are extended meanings. The original meaning of a word refers to the core meaning of the vocabulary, which is generally a specific thing. The extended meaning is derived from the original meaning. The meanings of polysemy are different from each other but related to each other. These meanings are all belong to the same basic meaning of polysemy. They are derived or derived from the original meaning. Some words have less meaning, with two or three meanings, and some words have more than twenty or thirty meanings. So in the face of such a huge vocabulary system, if each word has so many meanings, and they are used differently in specific contexts, students will feel confused about English learning, which will greatly affect the accuracy of learners to use of English words. Therefore, it is important for learners to grasp the relationship between the meanings of polysemy and understand the extended cognitive motivations, association networks and cognitive mechanisms and the formation behind polysemy.

3.PROTOTYPE CATEGORY THEORY: THE THEORETICAL BASIS FOR THE FORMATION OF POLYSEMY

3.1 Prototype category theory

Prototype category theory was put forward by American psychotherapists E1eanor Rosch in the middle of 1970s[2], and it’s philosophical roots are based on Wittgenstein's “Family Similarity” study.

Wittgenstein discusses the differences and membership of central and marginal members, likening the category to a family in which members are only similar to each other, not identical or identical, and all members are connected to each other by a network of cross-similarities together. Word meaning belongs to the semantic category, and the semantic category is the prototype category. In the category of polysemous meanings, typical members are prototype meanings, while other atypical members are figurative meanings or derived meanings. The prototype category theory holds that there is a central or core meaning in all related word meanings, and this is the prototype of other word meanings, that is having the prototype meaning. Other word meanings are further extended or radiated based on prototype meaning, thereby forming a larger word meaning category. Therefore, the distinction between the prototype and marginal meanings of semantic categories, the family similarity, and the openness of semantic categories provide a new perspective for us to understand the existence of polysemy.

3.2 Prototype category theory and English polysemy Teaching

In recent years, many cognitive linguists have recognized the role of prototypical theory in English polysemy teaching and its powerful interpretation of different meanings of polysemy. Although at the beginning of the formation of language, the sign of the language and the meaning it refers to have nothing to do with each other, polysemous words are not added out of thin air. Wang Yin (2007) pointed out that the meaning of polysemous words is based on the central meaning, which is continuously expanded to form a meaning chain, forming a semantic network. Then the meaning of each polysemous word should be the result of continuous radiation from its original meaning to the marginal meaning. There are more than dozens of meanings of “face” in the Oxford Advanced Advanced English-Chinese Dictionary, and we will take nine of them as an example: (1) face ；(2) complexion ；(3) surface ；(4) front ；(5) a surface used to hit work, etc ；(6) in the face of/faceacertaindirection ；(7) resolutely relative ；(8) be confronted with ；(9) to cover something with a layer of material .

From these nine meanings of the word “face”, it can be seen that its core meaning is “face”, and the remaining meanings radiate around this core meaning and have an inevitable connection with it. According to the interpretation of the prototype category theory, the radiation trend reflects the concentric characteristics of the category of word meaning, while the chain trend reflects the openness of the category of word meaning. In the process of the polysemization of words, other meanings of a word gradually depart from the core meaning of the prototype of the word. Each new meaning is based on the meaning of the previous one. The later meanings seem to have nothing to do with the core prototype meaning. But if we look at the last meaning of the word from the diachronic perspective of the meaning of the word, the derivation of the previous one will eventually return to the core meaning of the word. In fact, in the process of the polysemization of words, the radiation trend and the chain trend are not independent of each other, but cross each other. In ordinary English teaching, the traditional method is that when a teacher encounters the meaning of a word, he will explain one, focusing only on the special meaning of the word in a certain context, and completely ignoring the core meaning of the word. Or some teachers will explain all the meanings of a word to students at once, after each meaning simply explain an example sentence. The result is the student can not catch the key words. Only treating meaning as an isolated individual, it will aggravate the memory burden of students, and will also make students easily give up learning word because it is boring.

In addition, the learning efficiency is low, and it is difficult for students to use words flexibly. Through the study of prototype theory, in the category of word meanings composed of polysemes, there is a more important and core prototype meaning. Other meanings are extended based on this meaning through radiation and linkage. Therefore, the analysis of the formation of polysemy is very important for students’ polysemous learning.

4.ENLIGHTENMENT OF PROTOTYPE CATEGORY THEORY ON ENGLISH POLYSEMY TEACHING

4.1 Highlight the core meaning of Polysemy, guide students grasp the core meaning first

For the teaching of polysemous words, teachers mostly encounter one to teach one, ignoring the basic meaning of the word and the connection between the meanings, resulting in students lacking a systematic understanding of the semantic category of the word; some teachers blindly expand the vocabulary of students, especially in the teaching of reading lessons, teachers sometimes inculcate all the meanings of vocabulary to students, which causes students to overburden their memory and the teaching effect is not very well. According to the prototype category theory, in the word sense category of polysemous words, there is a core meaning of that word. The other meanings have evolved on the basis of the core meaning and maintain a certain family similarity to the core meaning. This brings great enlightenment to the teacher’s polysemy teaching. When teaching polysemy, the teacher should first explain the prototype meaning of polysemy, so that students can grasp the core meaning of the word. Then guide students to use two cognitive mechanisms, namely metonymy and metaphorical thinking, and to derive other marginal meanings in combination with specific contexts, to help students build a network of interconnected word meanings in their minds. It can deepen students' understanding of the meanings between the different meaning of that word. Having a better understanding of correlation or formation of a polysemy can improve learning efficiency. Take the word "face", which we have mentioned in the previous part as an example, we should guide students to remember the core meaning（face）of the word "face", and then the teachers should explain the correlation and formation of different meanings of the word "face" to students. The students will have a better understand of the word "face" and learn that word more effectively.

4.2 Identify the prototypical meaning of words, and use examples to help students understand the expansion mode of word meaning

The meanings of vocabulary listed in textbooks are usually written according to the context of the article. Only one or two are given individually. Some of these meanings are prototype meanings of vocabulary, and others are not. For some vocabulary, sometimes the meaning of the word listed is far from what was learned before. Therefore, it is necessary to guide students to recognize the prototype meaning of words in vocabulary teaching. According to the prototype theory, we identify those meanings that are the most trivial, the most typical, and the most representative of the word's meaning. Those meanings are concrete rather than virtual, which can be regarded as the meaning of prototype, and it is also called the core meaning.

In the teaching process, the teacher can use the example words in the text as an example to help students understand the expansion of the meaning of the word, so that students will know it better and know the reason why it takes a form like this. Through specific explanations of the expansion of word meanings, students learned both the expansion of word meanings and the meaning of vocabulary. Taking the word clash in the book University English as an example, its prototype meaning is "impact sound"; extended meaning 1 is (opinion 、benefit, etc.) ; Extended meaning 2 is (conflict, combat); extended meaning 3 is (tinctorial) conflict, irreconcilable; it also has many meanings as a verb. The word gradually evolved from the meaning of "strike" produced by onomatopoeic rationale to (tinctorial) conflicting, irreconcilable. It seems that the final meaning of the word (tinctorial) is contradict, and does not harmonize, which is far from the original meaning, but it still has the prototype feature "strike". On the basis of understanding the meaning of the archetype, combining the expansion of the meaning of the word to learn and remember other meanings is relatively reliable and can reduce the difficulty of learning. Therefore, the teachers through identifying the prototypical meaning of words, and use examples to help students understand the expansion mode of word meaning, it will conductive for students' polysemous learning.

5.CONCLUSION

Vocabulary is the foundation of language learning, and the change of word meanings has made the phenomenon of polysemes a focal point for many linguists, and the interpretation of polysemes has become a difficult point for college English. The theory of cognitive linguistic provides a new perspective for English polysemy teaching. Through the study of prototype theory, students do not have to memorize all the meanings listed in the hard-to-remember dictionary when remembering polysemous words, but only need to understand the core meaning of the words. On the basis of core meaning, we can use metaphor and metonymy to speculate about other extended meanings. What's more, teachers can help students understand the core meaning of words when explaining polysemy, and show students how other meanings are derived from core meanings.

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A Comparative Analysis of The Passive Voice in English and Japanese

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Abstract:The "Voice", as one of the branches of morphology, referring to the grammatical form that determines the relationship between the predicate verb and the subject in language. The voice can be divided into two categories, which are the active voice and the passive voice respectively. In the aspect of definition, contrasting to the active voice, the passive voice represents the passive relationship between the subject and the predicate of the sentence. Liu (2010) claimed that the passive voice is a very common grammatical phenomenon in both English and Japanese.
Keywords: Passive voice; English; Japanese; Comparative research

Introduction

As a trilingual language user, the author found that there apparently exists some similarities and differences between English and Japanese. It is generally acknowledged that the passive voice plays an important role in language, especially in the semantic expression aspect. Although English and Japanese belong to different language systems, the passive sentence patterns, as a basic expression, are widely used in these two languages (Wang, 2016). Thus, the present essay is mainly aimed to explore the differences of passive voice between English and in practical application by comparing their similarities and distinctions in the aspects of formal features, forming causes and pragmatic functions.

1.THE FORMAL FEATURES OF THE PASSIVE VOICE IN ENGLISH AND JAPANESE

On the whole, the passive voice describes the status of the patient of an action under the influence of external forces, and its basic structure is "the patient of an action plus status".

Syntactic structure

It would be proposed that the syntactic structures of the passive voice are different between English and Japanese. Firstly, the basic word order of English vary from Japanese to some extent. To be more exact, in English, one of the most basic and commonly used structure of syntax is the "subject + transitive verb + object" (Liu, 2004), while in Japanese, the situation is "subject + auxiliary word + object + auxiliary word + transitive verb", the examples can be seen from (1a-c) to (2a-c). Next, when changing to the passive sentences, the English passives are made from active by switching the subject and the object adding the verb 'to be'. Thus, the syntactic structure of passive voice in English is "the patient of the action + copula ('be') + verb (the past participle) + preposition (by/through, etc.) + agent/implementer" (Zhang, 2009). By comparison, the basic structure of passive voice in Japanese is "patient of the action + auxiliary word + implementer of the action + complement ('-ni', '-kara', '-niyoxtute' + verb (passive)", the examples can be seen from the (3a-c) to (4a-c).

(1). a. The author writes the article.
b. The factory manufactures a batch of goods .
c. My brother collects these stamps.
(2).a.Haha-wa watashi o shikaru. (Japanese)
mom me criticizes 'Mom criticizes me.'
b. Buchou-wa watashi o homeru. (Japanese)
minister me praises 'The minister praises me.'
c. Tomodachi-wa watashi o haxtukensuru. (Japanese)
friends me find 'Friends find me.'
(3). a. The article is written by the author.
b. A batch of goods is manufactured by the factory.
c. These stamps are collected by my brother.
(4). a.Watashi-wa haha ni shikarareru. (Japanese)
I am mom by criticized 'I am criticized by mom.'
b.Watashi-wa buchou ni homerareru. (Japanese)
I am minister by praised 'I am praised by the minister.'
c. Watashi-wa tomodachi ni hatxukensareru. (Japanese)
I am friends by found 'I am found by friends.'

2.THE POSITION OF THE IMPLEMENTER OF AN ACTION

Except for the difference in syntactic structure, the position of the action implementer also differ from each other in English and Japanese (Wen, 2008). In the English passive voice, the implementer of action comes after the predicate verb, while in the Japanese passive voice, the implementer of action comes before the predicate verb, the comparative sentences are provided from (5a-c) and (6a-c).

(5)a. The criminal was taken away by the police.
b. He was killed by the murderer.
c. She was dismissed by her boss.
(6). a. Kono kuruma-wa kari-niyotxute setxukeisareru (Japanese)
This car is him by designed
'This car is designed by him.'
b. Watashi-wa tomodachi-ni waraaru. (Japanese)
I am friends by laughed 'I am laughed by my friends.'
c. Otouto-wa dougaku ni ijimerareru. (Japanese)

Brother is classmates by bullied
'Brother is bullied by classmates.'
Verbal inflection
On the contrary, in terms of verbal inflection, some similarities can be found between these two languages.
Before comparing the similarities, it is essential to introduce the various forms or classifications of verbs in English and Japanese respectively. In English, it is easier and relatively simple to state because there are only three forms of verbs. Firstly, the base form of verbs. Secondly, the past tense form of verbs which generally end with '-d' or '-ed'. Thirdly, the past participle form of verbs which regularly end with '-ed', other irregular inflections cannot be ruled out (e.g. sell-sold, see-seen). However, the situation of verbs are far more complicated and various in Japanese. In a nutshell, the deformations of Japanese verbs are distinct according to different tenses and voices. In fact, the verbs in Japanese can be classified into three groups. The first-group verbs end with the corresponding kanas in the segment of 'ru'; the second-group verbs end up with 'ru'; the third-group verbs end up with 'suru' , in addition, there is a special word belonging to the third-group verbs --- '-kuru', whose meaning is "come".
More importantly, the verbal inflections of the Passive Voice will happen both in English and Japanese. In the aspect of English, the Passive Voice mainly consists of the copula and the past participle form of the verb, although the past participle forms are divided into regular and irregular, the examples can be found in (7a-c). In Japanese, the suffixes of the first-group verbs will be transferred from '-ru' to their corresponding kanas in the segment of '-a', and then plus '-reru'. The suffixes of the second-group verbs can be changed more easily, just needing to transfer from '-ru' to '-rareru'. And in the third-group, the suffixes will be change from '-suru' to '-sareru' and from '-kuru' to '-korareru' separately. All the examples can be found in (8) through (10a-b).
(7). a. All the goods have been transported to the factory .
b. I was taught a piece of bad news.
c. My little brother was born in a rural area.
(8). Watashi-wa yoku sensei ni okosareru (Japanese)
I am often teacher by woken up
'I am often woken up by teacher.'
(9). Takai biru-ga rainen taterareru (Japanese)
High buildings next year will be built.
'High buildings will be built next year.'
(10). a. Watashitachi-no atarashi kaisya-ga raisyuu souritsusareru (Japanese)
Our new company next week will be set up
'Our new company will be set up next week.'
b. Kodomo-ga kouuen ni tsurete korareru (Japanese)
Children park to brought are coming
'Children are brought coming to the park.'

3.THE FORMATIVE CAUSES OF THE PASSIVE VOICE IN ENGLISH AND JAPANESE
When it comes to the formative causes of the passive voice, Wen (2008) mentioned that there are three similar sides and some different causes between English and Japanese.
3.1. The similar causes
In the first place, the passive voice is often used when the implementer of an action is unclear or not essentially specify the person who did the action. In this case, it is more proper to use the passive voice than the active voice. The examples are as follows.
(11). A new corresponding policy should be published as soon as possible.
(12). His scandal will be disclosed sooner or later.
(13). She was elected to be the monitor of the class.
(14). Hurui houritsu-wa haishisareru. (Japanese)
old law will be repealed
'The old law will be repealed.'
(15). Kaigi-wa nihon-de hirakareru. (Japanese)
meeting is Japan in held
'The meeting is held in Japan.'
(16). Toshin-ni takai biru-ga taterareru. (Japanese)
city center in tall buildings are built
'Tall buildings are built in city center.'
In (11), (12), (14) and (14), the reason why using the passive voice lies that it is uncertain who will publish the new corresponding policy, who will disclose the scandal and who will repeal the old law, thus avoiding making sentences strange, the passive voice is a better choice. In (13), due to the fact that the implementers of actions are a group of people, instead of an exact person or thing, hence the passive voice should be utilized. As for (15) and (16), the passive voice is used in order to be euphemistic and avoid speaking the implementers of actions.
Another point is that considering the rhetoric and syntactic reasons, or making the subject of the subordinate clause in line with the subject of the main clause, the passive voice will be used. The examples are (17) in English and (18), (19) in Japanese.
(17). The sky was as clear as if it had been washed.
(18). Sensei ni homerarete, sumisusan-wa totemo ureshii. (Japanese)
teacher by being praised Mr.Smith is very happy
'Being praised by teacher, Mr.Smith is very happy.'
(19). Dorobou ni saihu-o torarete, totemo setsunai. (Japanese)
thief by wallet was stolen very distressed
'(My) Wallet was stolen by a thief, (I am) very distressed.'
In (17), as we can see, because of the metaphor meaning, it is more nature to use the passive voice; in (18) and (19), if changing the whole sentence into the active structure, the subject of the subordinate clause and the main clauses will not be consistent.
Furthermore, if the emphasis of the sentence is the patient of action or influence of, or the the patient of action or influence has a closer relationship with the

speaker, it will be supposed to use the passive voice, the several examples are offered from (20) to (21).

(20). My friend was robbed by a gang of robbers.

(21). Watashi-no musume-wa akanotanin ni nagurareta. (Japanese)

My daughter was stranger by hit

'My daughter was hit by a stranger.'

3.2. The different causes

On the one hand, both Wang (2016) and Cheng (2007) stated that for some special stylistic needs, the passive voice is often applied in English, including the science and technology stylistic articles, news stylistic articles, official document stylistic articles, announcement notices, news reports, newspaper headlines and so on. Bander (1978) further explained that the news reports emphasize the objectivity and indirection, the implementer tends to fail to be described or to be inappropriate to be narrated clearly. And the official documents emphasize impartiality, selflessness, objectivity and formality. The instances are displayed as (22) to (25).

(22). Loud noises are not allowed in this area.

(23). Man found guilty in murder.

(24). 500 reported killed in S. Korea building collapse.

(25). An exoplanet, called WASP-12b which is about 1200 light years from Earth and 1.4 times the mass of Jupiter has been considered suitable for life existence, although a little hot. And its sibling planets could be made of diamonds, according to the new research findings.

It is worth to particularly note that in the news reports, the conditions of ellipsis happen frequently, such as omitting the copula verbs or modal verbs and so on. Just as the example of (23), whose complete sentence should be "A Man has be found guilty." Additionally, in (24), the main aim was to emphasize the number of death victims so that using the passive voice (Lu and Xu, 2012). Also, it is obvious that in the example of (25), a lot of passive voice is used, because the passive sentences are more objective and are well suited to describe objective things. In the next place, the passive sentences reflect the principle of "preconception" so as that the object which is being explained can firstly attract the readers' attention.

On the other hand, in Japanese, when expressing the mood of victimization, the passive voice is often adopted. This type of sentence belongs to the "indirect passive sentence", because in this kind of passive sentence, the victims are indirectly exposed to the effects of some affairs rather than directly, and it also can be called "The victim passive sentence". It is more clear and easier comprehensive with the combination of examples (26), (27) and (28).

(28). Watashi-wa kotori ni nigerareta. (Japanese)

My bird flew away

'My bird flew away.'

(29). Watashi-wa tonari-no nito ni yoruosoku made saragareta. (Japanese)

my were neighbors midnight until disturbing

'My neighbors were disturbing until midnight.'

(30). Syokujicyuu tonari-no hito ni tabakoo surareru. (Japanese)

when eating nearby persons cigarettes smoke

'When (we are) eating, nearby persons smoke cigarettes.'

Actually, in (28), the victim wants to express a sense of sadness because the bird flew away; in (29), the victim want to express the complaining mood because of the disturbing neighbors; and in (30), the victim wants to express a very unpleasant mood.

4.THE PRAGMATIC FUNCTIONS OF THE PASSIVE VOICE IN ENGLISH AND JAPANESE

Both Ni and Shao (2004) as well as Wen (2008) agreed that the pragmatic functions of the passive voice is a way of expressing that the speaker has some attitudes or some psychological feeling towards the event or the situation caused by the event. Furthermore, in the process of language using, the passive sentences have different emotional colors with the different mental activities of the speaker. Overall, the pragmatic functions can be classified into three categories, active, neutral and negative. To be more exact, the speaker's active attitude refers to the favorable psychological state of the event, including praise, sense of accomplishment, satisfaction, complacency and so on; the speaker's neutral attitude refers to an unemotional description of the event; while the speaker's negative attitude refers to disgust, sarcasm or ridicule, sympathy, regret, or just a complaining attitude, etc (Ni and Shao, 2004).

Based on the formative causes which have been analyzed previously, it is fair to conclude that the use of passive sentences in English tends to origin from the implementing and receiving relationship of the objective world. To put it in another way, the function of passive voice in English is to primarily express the objective facts. This function can also be seen from the science and technological articles, official documents, announcement notices, news reports, newspaper headlines and so on. It can be inferred that the main pragmatic function of the English passive voice is to express neutral meanings and objectivity. However, In Japanese, especially "the victim passive sentences", much more importance is attached to the speaker's subjective feelings, hence the major pragmatic function of Japanese passive voice lies on the expression of negative meanings (Wen, 2008).

5.CONCLUSION

In conclusion, this paper makes a comparative analysis of the similarities and differences between the passive voice in English and Japanese from three aspects, the formal features, forming causes and pragmatic functions respectively. In addition, this paper mainly adopts the method of combining theoretical analysis with concrete examples for the purpose of deeper and easier understanding for those monolingual readers. Admittedly, it seems impossible to include and elaborate on all the knowledge in details. Therefore, this is only a preliminary work, the comparison of passive voice between English and Japanese needs to be researched and studied further.

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About Safety Production of Construction Site and Safety Management of Engineering Construction

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Abstract: With the continuous development of the times, our country's economy has developed rapidly, and the demand for the construction industry has constantly increased. Due to its arduous working environment and high work intensity, the construction industry is prone to various safety problems. Although the relevant departments have always emphasized the importance of safety of building construction, there are still great hidden dangers that both cause economic losses and seriously threaten the lives of construction workers. This paper analyzes and discusses the existing problems in safety production of construction site and safety management of engineering construction, and propose corresponding solutions.

Keywords: Construction; Safety production; Safety management

INTRODUCTION

With the continuous development of the construction industry, the safety awareness of companies for engineering construction is also increasing. In building construction, safety production and safety management are an important link that cannot be ignored. Therefore, it is necessary to gradually improve the safety management level of our country's construction enterprises and reduce the occurrence of construction accidents. These are of great significance to the continuous development of my country's economic level and the promotion of social harmony.

1. PROBLEMS IN SAFETY PRODUCTION OF CONSTRUCTION SITE AND SAFETY MANAGEMENT OF ENGINEERING CONSTRUCTION

(1) Ignoring the importance of safe production and lacking the awareness of safe production

Many construction companies have been pursuing the speed of production and the economic benefits of the company. In their daily production and management, they have ignored the importance of safety. It turns safety management and production into verbal and formal words, and has not been implemented in the daily production. Especially when it comes to a tight construction period, construction companies often abandon safety production which needs to invest a lot of financial resources, material resources, human resources and other production costs, and choose to improve the production speed. Construction companies ignore safety management only to maximize their economic benefits [1]. In addition, our country has formulated a series of laws and regulations and industry management systems for the safety management of the construction industry, but theses laws and regulations and systems have not been implemented by many construction companies in their daily work and have not been exerted their effectiveness. Even some management personnel of construction enterprises have a little understanding of knowledge and related management regulations of safety production. And during the construction process, the on-site safety management personnel do not perform due diligence on the safety management and supervision of the construction process, and they regard the problems existing in the construction process. It is found that there are hidden dangers in the construction process, but the dangers are not reported in time, leaving a huge potential safety hazard.

(2) Lack of capital investment and having difficulty in implementing protection measures for safety production

To conduct a comprehensive safety production and management for construction enterprises requires sufficient financial resources, material resources, human support. For example, arranging full-time personnel to supervise and manage the building construction process and conducting random safety production spot checks; equipping with the safety protection equipment required in the building construction process; providing material encouragement for outstanding performance in daily management work. These safety production and safety management of engineering construction activities require construction companies to pay huge material costs for them. Some construction companies usually do not invest too much financial resources to invest in production safety due to the consideration of saving money and the mentality of fluke. Compared with the protection measures of safety production that do not see the return of benefits after investment, construction companies are more willing to buy some production tools that can see the economic return [2]. All these have led to the difficulty in implementing management system and protective measures of construction safety, which is not conducive to the safe production and management of construction enterprises.

(3) Lack of safety education for construction personnel

In view of the current situation of the construction industry employees in China, most of the employees' cultural quality is generally low and they are lack of professional skills. In addition, in order to save capital and obtain greater economic benefits, many construction enterprises ignore the pre-job training and safety awareness training for construction workers. As a result, in the construction process, construction workers are easy to violate the rules and regulations or cause operation problems due to their lack of awareness of safety production and professional production skills, resulting in frequent accidents on the construction site in recent years.

2. COUNTERMEASURES OF SAFETY PRODUCTION OF CONSTRUCTION SITE AND SAFETY MANAGEMENT OF ENGINEERING CONSTRUCTION

2.1 To enhance safety awareness of construction enterprises

Construction enterprises should realize the importance of safety production and management. If there is a safety accident in an enterprise, it will smear the social image of the enterprise and affect the industry prestige of the enterprise. The occurrence of safety accidents will not only affect the construction time and large amount of accident compensation, but also cause the country to stop work and rectify the enterprise, which will bring huge economic losses to the enterprise. Only by enhancing safety awareness and investment in safety management, it can reduce the probability of safety accidents, establish a good corporate image and reduce economic losses caused by accidents. To strengthen the safety production and management of enterprises is to create benefits. Therefore, enterprises should enhance the awareness of safety production and strictly abide by our country's construction laws and regulations and industry management system. Construction enterprises themselves should put an end to the phenomenon of rushing to work and neglecting production safety in order to excessively pursue economic benefits. They need to strengthen the daily work management assessment and supervision system, and put an end to formalism. For example, they should take punishment measures such as warning, fine and suspension for the supervisors who are not good at supervision; rewarding and praising the supervisors who have excellent performance and timely report to reduce enterprise losses, improve the enthusiasm of supervisors to a certain extent.

2.2 To provide capital guarantee for safe production

The safety protection measures on the construction site need a lot of human, material and financial support. Therefore, the financial support for safe production provided by the construction enterprises is the primary condition to ensure safe production. Construction enterprises should provide financial support in safety production and plan the funds needed for safety protection measures before construction. In addition, they should regularly check the safety facilities on the construction site, and timely replace them according to the requirements of the use of safety facilities, so as to ensure the effectiveness of safety facilities [3]. And it is necessary to replace the production tools with potential safety problems on the construction site to improve the safety of construction production. Furthermore, construction enterprises can formulate the fund approval system and process related to work safety and standardize the process mode of fund approval for work safety, so as to provide sufficient funds for work safety to promote work safety.

2.3 To strengthen safety education and training for construction personnel

In the construction process of the construction industry, safety accidents caused by improper operation occur frequently. Therefore, it is necessary to strengthen the idea of safety production first for construction personnel. Most of the construction personnel are low-educated people with low levels of education, and they lack production safety awareness and production skills. For example, due to lack of safety awareness, some workers enter the construction site without protective measures, and do not know how to use the production tools. There are a series of accidents caused by a series of accidents due to the workers' lack of safety education and training. For these migrant workers, especially inexperienced new construction workers, targeted skills training and education and enhancement of safety awareness should be carried out to improve the safety awareness of construction personnel, enhance their proficiency in the use of production tools, and firmly grasp the production skills, and help to reduce the occurrence of safety accidents in construction enterprises from the source.

3. CONCLUSION

All in all, the construction of a harmonious society is inseparable from the construction industry. Although China has formulated a series of laws, regulations and management standards for safety management in the construction field, some construction safety accidents still occur frequently. Therefore, only when construction companies do their own safety production and safety management can they continue to enhance their competitive advantages and be in a leading position in the industry. Construction enterprises must always maintain the "people-oriented" concept in their daily production and management, standardize construction production processes, strengthen safety training for construction workers, etc. to promote safety production of construction site and safety management of engineering construction.

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Escaping from Contradiction—The Implication of the Way out in Catch- 22

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Abstract: At the end of novel Catch-22, the protagonist Yossarian is determined to go to Sweden, an idealized and peaceful world with logical organization and rules. Some critics think that his escape shows that Heller can not find a way to deal with the absolute domination of bureaucracy. This paper starts with the subject of the novel, namely bureaucratic politics catch-22 as a clue to explore the loss of human nature by bureaucratic politics. In the dominant world, people trapped in the ocean of contradictions are extremely embarrassed. Yossarian's escape is a light on the bureaucratic political system which is both immoral and illogical. Yossarin won not only because he was out of control, but more importantly, it showed that he was out of the sea. Yossarian did give a hint about the way out. Yossarin's escape did not bring despair. It's hope - the only way out of the cruel bureaucracy is to discover and create one new world.

Keywords: catch-22;bureaucracy; new world;possibilty;way out.

1.INTRODUCTION

Currently, most of the domestic research focuses on the black humor, aesthetic characteristics, characters and historical background embodied in Catch-22, little attention is paid to how to solve and break away from the dilemma and deadlock like catch-22. Therefore, this paper mainly analyzes the way out in a such catch-22, such as its necessity and possibility.

Joseph Heller is a famous modern American writer. His most successful work Catch-22 was published in 1961, just at the time when young Americans began to question authority. It closely observed the human dilemma in the western world after the two world wars. Catch-22 became the most popular work after its publication. It is the most representative work in black humor literature. The writing style is integrated into one and tells the jokes with tears for the readers.

In Catch-22, the protagonist Yossarian traps in the ocean of contradictions created by bureaucratic politics represented by catch-22 , but he couldn't find a way out until he went to Sweden. Through the gradual display of its main body, namely Cruel bureaucracy and Yossarian 's exploration and resistance to catch-22. It shows that in a world dominated by bureaucratic politics full of contradictions and loss of human nature, people are deeply influenced . The only way out is to break away from such a wasteland bravely.

2.BODY

A.There is no middle ground in Cathch-22

“Heller once claimed that life is controlled by some kind of non-human force, and this kind of control power is constantly increasing." [2]Heller mentioned the cruel control power, that is, the absolute dominance of bureaucracy. Just as Catch-22 vividly describes, the absolute dominance of bureaucratic politics throws ordinary people into an extremely embarrassing predicament, because bureaucrats everywhere despise logic and common sense. For example “No.it’s your fault for refusing to fly them, the men were perfectly content to fly as we asked as long as they thought they had no alternative. Now you give them hope, and they’ re unhappy, So the blame is all your, “Hasn’t he got any patriotism? Won’t you fight for your country?” Colonel Korn demanded, emulating Colonel Cathcart’s harsh, self-righteous tone, “ Won’t you give up your life for Colonel Cathcart and me.” Yossarian tensed with alert astonishment when he heard Colonel Korn’s concluding words. “What have you and Colonel got to do with my country? You are not same.”[1] Under the domination of absurd and terrible bureaucracy, things become illogical and meaningless. What's more, the cruel bureaucratic political machine is constantly risking the lives of soldiers. Even after the soldiers knew that the allies had fundamentally won the war, they were still forced to carry out combat missions for ambitious officers such as Colonel Korn and Cathcart, just because they wanted higher positions.

Besides, one of the most terrifying aspects of catch-22, It was Yosaarian and the other soldiers in the squadron who couldn't decide for themselves whether to risk their lives or not. What decided their lives and deaths was the terrible dehumanizing bureaucracy. The soldiers were forced to fight again and again until they died in one of the missions. They realize that whatever they say or do can't change what happens to them. Many people are so frightened that they despair. As a result, the soldiers became apathetic, but Yossarrian always tried to resist by refusing to carry out the mission and fighting face-to-face with the air force commanders, although his efforts were useless. Catch-22 is something that he can't even explain, and is the theme of the novel. Catch-22 shows the most profound bureaucracy and how politics dominates and controls people.

Catch-22 is a kind of circular reasoning, although it is only some words. This circular reasoning puts Yossarian in a life and death dilemma.[3]Yossarian finally realized that Catch-22 was just a illogical point of view to justify what happened. It has trapped every soldier in it, and there is little chance of escaping from the contradictions created by this rule, because behind it "is an unshakable principle: power is truth"[2] Therefore, in fact, there is no middle ground here, either to become a rule maker or to escape from the game. But in fact, being a rule maker is obviously not feasible for everyone, so escape has become the only choice for people.

B、The only way out is to find and build a new world

The novel shows that there are "two kinds of characters in different worlds coexist: those who hold power and victims of their struggle for power. The power holders try to turn human beings into non-human beings through the bureaucracy, while the victims struggle to maintain human nature ". [2] In order to avoid being turned into an inhumane person, Yossarian began to fight the bureaucracy represented by Colonel Korn and Colonel Cathcart face to face, openly refusing to perform any tasks and demanding to be sent home, which worried the bureaucrats. They "invited" Josephine to the office to talk.

Josephine is not a hero. He has his own weaknesses. He was seduced by the Colonel's sweet talk and made a deal with them. But soon, he thought of Snowden's death, which made him think that "man is material, so without soul, people will rot like garbage". Josephine wanted to save his life, but he didn't want to achieve his goal at the expense of others. He realized that the deal was a betrayal of his partners and immediately refused to accept the bureaucratic offer."His globular, exphthalmic eyes were quite distraught. "But why did you make such a deal if you didn't like it" "I did it in a moment of weakness," [2]Yossarian wisecracked with glum irony.

Yossarain tried very hard to find a way out of the absurd situation, and finally it's useless. It seems that he will never get rid of this rule. So he moved in hospital, it was at this moment that the chaplain brought him a good news. "Shouting at the top of his voice, came bursting into the room with electrifying news about Orr, so over come with hilarious excitement that he was almost incoherent for a minute or two. Tears of great elation were sparkling in his eyes, and Yossarian leaped right out of bed with an incredulous yelp when he finally understood. "Sweden?" he cried."[1]It's like a little star in total darkness. It ignited Yossarian 's feeble hope, which then turned into a raging fire .He decided to flee bravely and confidently. For what to do, this time he without any hesitation, he will never be in trouble again. He knew exactly what to do, nothing and no one could stop him from leaving.

3.CONCLUSION

Yossarian were puzzled by Catch-22 firstly, but he tried again and again to find out what was going on. After fully understanding the hidden secrets behind the situation and Catch-22, Yossarian eventually found that common people have no future in such an absurd world. Inspired by Orr, Yossarian finally decided to go to Sweden, an idealized peaceful world with logical organization and rules. Yossarian is a man with enough courage and sense of responsibility. His escape brings not despair but hope, which is a glorious victory over the old world which is both immoral and illogical. This escape does point to a whole new path and hints to others. Following his footsteps, a whole new world will be built.

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Application of Humanistic Theory in the Management of Students in Colleges

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Abstract: With the continuous deepening of education modernization and the rapid development of modern education, education management also pays more attention to the correctness of theories and methods, and its scientificity and timeliness. And the management of students in colleges and universities is the most important thing in the ideological education of colleges and universities. Traditional management methods have its great limitations that the compulsory restraint hits students' enthusiasm for management, and they can't get the support of students. Therefore, the use of advanced and scientific theories plays an important role in the management of students. This paper discusses the application of humanistic theory in the management of college students.
Keywords: Humanistic theory; Student management in colleges; Application

INTRODUCTION

With the development of social economy and the rapid progress of civilization, advanced theories in student management have gradually been popularized and applied. Humanistic theory, as one of the scientific and extensive management theories, has an extremely important theoretical support role in modern enterprise staff management, and it is no exception to the management of college students. This paper studies and discusses the concept of humanistic theory, the current status and application strategies of education management from the perspective of pedagogy.

1. OVERVIEW OF HUMANISTIC THEORY

Humanistic theory refers to adhering to the basic principle of people-orientation in the management of students' education, adhering to the principle of human nature as the domination supplemented by rationality, eliminating the separation from students' self-management, focusing on mobilizing and giving play to the enthusiasm and initiative of students' self-management, so that the managed can give full play to their potential in the management work, and make use of their own advantages to complete some work independently and creatively, and continuously improve their own quality and ability to deal with others. The humanistic theory has three important principles. One is the principle of energy levels. Managers need to establish a reasonable, stable, high-quality and coordinated energy level structure based on the different personalities and ability gaps between students, and grant different energy levels to different subjects. The power and related tasks of different levels of subjects should be given to the corresponding positions, complete different responsibilities, allocate and adjust the talents of each part, realize overall optimization and upgrade, and achieve the maximum benefit of overall management. The second is the principle of motivation. The administrator needs to give students enough motivation to encourage and promote the management of students. The last is the principle of autonomous management. Administrators should create and provide opportunities for students' autonomous management, encourage students to participate in management, so as to enhance students' sense of responsibility and confidence and give full play to their subjective initiative.

2. THE STATUS QUO OF HUMANISTIC THEORY IN THE MANAGEMENT OF STUDENTS

2.1 Scientific understanding of the status of students

Managers usually think that they play a decisive leading role in the management of college students who are obedient and counselors. However, the seemingly harmonious management style has major irrationality [1]. College students have a strong sense of independence and richer individual characteristics. They are eager to be independent, and they also have their own creative and innovative views. College students are in an environment of “management, control, and pressure”, and independent personality cannot be developed and cultivated, and the implementation and implementation of management work will not receive support, which seriously affects management efficiency. Therefore, the management of college students should be based on students and supplemented by administrators.

2.2 Lack of corresponding management evaluation mechanism

Evaluation mechanism is particularly important in the management process, and it is the most common form of evaluation management. Its important position is reflected in its ability to evaluate whether the goal of teaching management has reached the expected standard, whether teaching management has produced greater effect, and whether it can promote the reflection of teaching management, the improvement of management structure, and the improvement of management quality. However, there are still some imperfections and unscientific defects in the current evaluation mechanism of many colleges and universities. At present, there is great space for progress in the management of college students, but the problems caused by the evaluation mechanism will inevitably lead to the stagnation of the management of college students [2].

3. THE APPLICATION STRATEGY OF HUMANISTIC THEORY IN THE MANAGEMENT OF STUDENTS

3.1 To fully understand the ability and characteristics of each student

A comprehensive understanding of students' abilities and advantages is an important prerequisite for the generation of management level structure. Managers assign different level subjects with different tasks and work, so the quality of work depends on the responsibility subjects arranged by managers. The understanding of the managed helps to produce a good energy level structure, and it is also convenient for the respect and understanding for students. Full and comprehensive understanding mainly comes from two aspects. On the one hand, it is to observe and input relevant information, observe students' communication ability and interpersonal network, and observe students' way of dealing with people and attitude. And the collection of relevant information can come from the relevant information in the students' files or previous positions. On the other hand, we can learn from parents. Family atmosphere plays a decisive role in students' ability and quality. "Parents are children's first teachers." The cultivation of family education is an important beginning of school education, and education continues in the school, and the school is an effective supplement to the family [3]. Managers can actively contact parents to understand students' personalities and growth environment, optimize students' management level and build new communication channels, and establish network connection.

3.2 To distribute the functions rationally to achieve the maximum benefits of management

Reasonable allocation of related management work is a need for managers to complete management tasks and objectives, and also a basic embodiment of a manager's management ability. Proper and efficient distribution of work can make the management full of humanity, people-orientation. On the basis of fully understanding the students' abilities and characteristics, it is the basic skills and magic weapon of university administrators to reasonably allocate tasks, establish an orderly and perfect energy level structure, clarify the responsibility subject, and dare to put forward relevant requirements that are adaptable to all levels of subjects. Having clear rights and responsibilities is a necessary to promote the continuous learning and practice in the management work, so that we must make the management work more effective and make the class or related team stronger and stronger.

3.3 To take correct incentive measures and pay attention to management evaluation

Effective incentive mechanism and incentive measures are important conditions to achieve high-quality and efficient management [4]. Through encouragement, one can stimulate his inner potential, realize his own post value, or in some way, he can expect the unrealized needs, drive the development trend that their pay is proportional to their harvest, and effectively mobilize the enthusiasm of students in management. The motivation can be divided into three types: material motivation, spiritual motivation and information motivation. Material motivation refers to material preferential treatment and reward. Managers can give appropriate economic benefits or material benefits to relevant students and award related scholarships. Spiritual motivation mainly includes ideal, morality, belief, honor, etc., for example, in the university environment, excellent students can be selected to join the party or provide Party quota, etc.; and information motivation includes giving students relevant important information, intelligence or instruction, etc. At the same time, in practice, we can evaluate the overall operation status of the class or team, such as the evaluation of management efficiency and competitiveness. To a certain extent, the operation evaluation can reflect the advantages and disadvantages of the management system, make full perspective and fine diagnosis of the management system, and improve the management level and implement fine management.

4. CONCLUSION

There are still many shortcomings in the current management of students in colleges and universities, and the proficient application of humanistic theory in the management of students has a long way to go. Educators and university student administrators need to truly understand humanistic theory, have a thorough understanding and application of its concepts, regard students as the domination of management, give students enough autonomy and freedom, and promote college students to maintain high-quality progress and comprehensive and healthy development.

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Personal Life and Work in China of a Typical Foreigner

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Abstract: Through an interview, this article reflects the cultural differences between the two countries from a foreigner living and working in China.
Keywords: difference, personal life, work

INTRODUCTION

In this paper, I interviewed an English teacher from Jamaica. She has been working in China for two months. Before she came to China, she had strong desire to know more about China. In the interview, I mainly focus on both her daily personal life and work. From the two aspects, several findings have been shown.

1.LITERATURE REVIEW

1.1 Cultural differences

What is culture? Among the researchers who have given various cultural definitions, as G. Hofstede pointed out, culture is a “collective process of thinking, which combines members of one type of people with another differentiate".[1]

1.2 Teacher Multicultural Competence

We have highlighted several key issues in multicultural education. Effective teachers are culturally competent. Cultural competence reflects the internalization of the values and behaviors a teacher must have in order to interact effectively in a culturally diverse environment.

The elements of multicultural teacher competence involve specific behaviors, which lead people to have the ability to evaluate culture, value diversity, manage the dynamics of differences, and adapt to diversity. [2] A culturally competent teacher understands that culture creates expectations about appropriate behaviors for teachers and students alike, and prescribes the “best” ways to learn. To become culturally competent, therefore, teachers must obtain a more coherent view of learning preferences, a view that provides not only personal empowerment but also a social perspective truly reflective of the social reality in the larger world.[3]

2.RESEARCH METHOD

2.1 Participant

A qualitative approach using an in-depth interview was adopted in order to get a clear and accurate understanding of the participant- Dayan Young from Jamaica. There are several reasons for me to choose Dayan as the interview. First, she is only 24 years old. She is energetic and open-minded, so she can tell the truth about her real feeling living in China. Second, she has got the work permit as an English teacher in China. So she is expert in talking about English education in China and her hometown.

2.2 Instrument and procedures

The interview guide consisted of a list of open-ended questions. The questions include her feelings about living in China and work in China. The interview was conducted face-to-face on July 2019 with audio-recording and notes taking. The interview was approximately 25 minutes in length.[4]

3.FINDINGS AND DISCUSSION

3.1 About her personal life in China

3.1.1 Get used to the manners she thought rude

This indicator is important to intercultural communication in that skin color draws attention to the idea of differences. Knapp and Hall note, “In many respects, permanent skin colors have been the most potent body stimulus for determining interpersonal responses in our culture.”

She told me that some Chinese might call her Black in Chinese, but actually she knew the meaning. She thought that was not polite to her but she tried to get used to it because she knew they didn’t have any malice.

3.1.2 Chinese feel free to touch her “strange” hair

Her Jamaican hair style is different from our Chinese. When she was walking in the street, she told us, strangers might say hello to her and touched her hair freely. She knew that that’s because they were curious about her hair, but she actually didn’t like it.

How would you feel if someone made a fool of you, put you down, or treated you as if you were insignificant? The answer is obvious: you would feel hurt. [5]No one likes being diminished. Each and every person requires respect, dignity, and a feeling of worth. Although you have no ethical responsibility to hold everyone in high esteem, during your interactions you should display respect for the dignity and feelings of all people. In intercultural interactions, this means that you must reach beyond your own cultural norms and respect the norms of other cultures, rather than diminishing behavior that does not coincide with that of your own culture.[6]

3.1.3 Cooking sometimes is also privacy

Cooking, in Chinese eyesight, can be shown in public. However, in Dayan’s view, she thought cooking was also privacy. She didn’t want others to see her cooking because she thought her cooking method was different from our Chinese and maybe we didn’t like her kind of food.

4. ABOUT HER WORK

4.1 Chinese students' severe lack of speaking and reading

Spoken language is a key part of second language learning and teaching. Despite its importance, oral English teaching has been underestimated for many years, and English teachers continue to teach oral English, just like repeating exercises or remembering conversations.

For learners of English as a second language, reading is an essential skill. For most learners, mastering the most important skill is to ensure success not only in learning English but also in any content class that requires reading English.

Dayan told us she was surprised to see Chinese students were so good at having exams but neither can read even one original book nor communicate fluently with her.

Appendix:

Date: July 19th,2019

Interviewer: Pei Xiaomin(XM)

Interviewee: Dayan Young(DY)

XM: Although you have been in China as an English teacher for just two month. Most students and colleagues like you so much. I will divide my questions into 2 parts (your personal life, if you think the question is privacy, don't hesitate to deny answering, and your job).

DY: Alright, dear Camilla(my English name).

XM: What was your impression about China (including food, culture, people etc.) before u came?

DY: I was very enthused about coming to China seen that it had been one of my desired countries to explore and see. I was always amazed by the culture, food, dress, beautiful landscapes, temples, advanced buildings and history of China. The Chinese nation is a nation that is admirable to many other countries through its advanced technology and work ethics.

XM: Oh, that's very nice .And what's the impression after you came here then?

DY: Seen that I am here now I have so much to explore and see, but for the little things I have experienced so far is moderately good. For most Chinese nationals that I have come in contact with are very hardworking and polite. Other from the stares that a foreigner may receive they tend to be very curious about your physical appearance. Chinese might call me Black in Chinese, but actually I knew the meaning. I thought that was not polite to me but I tried to get used to it because I knew they didn't have any malice.

I have a lot more to learn about the culture seen that I have only been here for just two months. However, from observation I can see that family is pivotal to Chinese people and they place much emphasis on that and education.

XM: Oh, that's so nice of you. Well, do you have any communication difficulties here with different people? Or do you have any privacy that you don't want our Chinese to mention?

I have a translator on my phone, so far most cases communication is not a challenge; however, the way how Chinese nationals communicate may differ from that of the Western people. With that said, I mean how they interpret a message or their responses (it may come off a bit rude). Despite that I have a strong personality so it does not bother me.

And also, I think cooking is also privacy. I don't want others to see my cooking because I think my cooking method is different from Chinese and maybe you guys don't like my kind of food.

XM: Oh, I see. I will tell them about this cooking privacy. What do you want to know more about Chinese culture?

DY: I would like to learn more about their work ethics, their food, the language and to explore historical areas or events.

XM: Alright, the following questions will be about your job here. While teaching English, what do you think is the biggest problem about Chinese students?

The biggest challenge so far is that many students know how to read and write English but cannot speak it. And students really lack of reading. They even cannot read one original English book. It came to my surprise seen that my "ideology" was that if you can write and read it you must can say it. However, that is not so transferring English to Chinese students. Through teaching you have to be as clear and simple as possible, so each student can understand from the Chinese perspective in order to comprehend it to English. Eventually they will get it by using creative mediums to pass on knowledge.

XM: What do you think of English Education in China?

DY: Well, I believe cultivating cultural creativity in foreign language teaching is of great importance.

English Education in China is growing rapidly since most parents think it is important for their children to learn English. However, learning English can be challenging for most natives. With that said schools and training Centers have to put in the extra effort to be creative, innovative while using mediums to transfer knowledge to students. I think the language is spiraling throughout the country but wider ranges of information should be accessible so students can learn more.

XM: What's the difference between English education in China and your hometown?

DY: Seen that English is our first language and it has been instilled from our nursery rhymes. It gives a native English speaker advantage over someone who speaks another language. In the Western countries students tend to read a lot of English books, poems, articles etc. Some may go as far as studying the dictionary to expand their vocabulary. With that said, I cannot give much information on English Education in China seen that I have only been here for a month.

But for the little I can add is that most persons tend to focus on the reading and writing and not so equally on pronunciation and speaking.

XM: Now you are living in China. When you find that our communication way is different from yours. How will u do?

DY: I will have to learn to adapt since I will be settling here. In life, most things that are considered a "challenge" to others may not be for me. I try to learn from my environment and whatever resources are presented to me.With that said whatever is presented I tend to use them to better myself and also the persons around me. So if Chinese persons communicate in a certain manner I will just have to learn and adapt to the good patterns of the Chinese people.

XM: Thank you very much for this interview. I really appreciate it.

DY: You are most welcome, Camilla.

5.CONCLUSION

The present findings highlight several issues. First, talk about her personal life in China. She said she needed to get used to some rude manners like some Chinese called her Black. Some strangers feel free to touch her hair because of curiosity. Cooking is also privacy for her. Second, talk about her job in China. She emphasized the importance of cultivating cultural creativity in foreign language teaching. She also pointed out Chinese students really lack of reading and speaking practice.

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Leaders' Personality and the Country's Diplomatic Decision

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Abstract: In today's international society, due to differ ences in the internal political systems and social and cultural traditions of various countries, different dom estic interest groups will exert different influences on the formulation and implementation of national foreig n policy. The first case is Singapore: Li Guangyao as an entry point to analyze and influence Singapore's fo reign policy by using personality analysis theory; The second case is China: Deng Xiaoping participated in and played a significant role in the decision-making p rocess of country.

Keyword: Margaret Hermann; personality analysis th eory; Singapore; China; foreign policy

1.INTRODUCTION

The development process of human history is completed by human participation. The nation-state as a form of social organization in the long history of human history, its birth, development and operation are completed by specific, living individuals. Internally, from the change of a country's political system and social structure to the election of a political leader, the formation of a government, and the promulgation and implementation of a policy, it is inseparable from human participation. It is necessary to analyze people as an independent research perspective to analyze the influence of his own factors on national policy. The national leader is a key factor influencing national policy formulation. This article will be explained by Margaret Hermann's leader personality research method and two cases.

2.HERMAN PERSONALITY ANALYSIS THEORY

The premise of Margaret Hermann's personality analysis theory is that the formulation of national policy is affected by the decision-making behavior of the main decision-makers, and the decision-making behavior is affected by the psychological phenomena of the decision-makers personality, as an important perspective for the study of individual psychological phenomena, will have an indirect impact on national policies by acting on the decision-making behavior, that is, the psychological phenomena of national foreign policies (behaviors) and individuals (political leaders) which inherent relationship between them is as follows:

Factors that affect the political phenomena of political leaders (family environment, educational experience, cultural background, social environment and so on), create national leaders with different personalities, have different personality characteristics, and then affect the decision-making behavior of national political leaders, and ultimately affect the country Policy formulation and implementation.

From Herman's point of view: "Leaders in a politically dominant state can suppress all domestic objections and dissent, and if necessary they have the authority and power to make independent decisions." Whether a political leader in a politically dominant position is interested in the country's foreign affairs and the degree of interest affects the number and extent of opportunities for his personality to affect the country's foreign policy; the leader is in the diplomatic field The professional knowledge and experience in handling foreign affairs affect the degree to which the leader's personality traits affect the country's foreign policy (behavior).

3.THE INFLUENCE OF LI GUANGYAO'S PERSONALITY ON SINGAPORE'S DIPLOMACY

According to the Margaret Herman personality analysis model, the influence of the dominant political leader 's personality characteristics on the country 's foreign policy is mainly reflected by the political leader 's sensitivity to changes in the external environment, which can be decomposed factors are the attitude towards the external environment, the degree of openness to new information and the decision-making methods. The following will analyze Li Guangyao's actions in Singapore's independence event and analyze the impact of his personality characteristics on Singapore's foreign policy through these aspects.

Leaders' attitude of compliance with environmental constraints is not to violate the requirements of the objective environment, but also to guide and actively protect and seek their own interests. It is precisely because Li Guangyao complies with the environmental constraints faced by Singapore's independence process, so in the process of Singapore's independence, on the one hand, it takes an extremely restrained attitude towards the powerful neighboring Malaysia, on the other hand, it is actively seeking to cooperate with regional and international organizations. The establishment of links between them, weaving a survival network that guarantees Singapore's safety, is manifested in the following aspects:

In the process of Singapore's independence, Singapore and Malaysia relationship has always been a barometer of Singapore’s internal and foreign affairs. Facing such a hostile and guarding against their strong neighbors, Singapore has used various occasions and ways to elucidate its foreign policy towards Malaysia after its independence. Faced with the status and objective environment of Singapore after independence, Li Guangyao pointed out: "Of course we have to face reality and admit that we are a small country, and don't pretend to be a big man". He is realizing that same time as the status of fish and small fish eating shrimp, it is emphasized that the small shrimp in the international community of Singapore cannot be just an ordinary small shrimp, but to be a "poisonous shrimp", so that any attempt to swallow their own enemies for this purpose will pay the price. Singapore joined the United Nations in 1965, and also joined the Commonwealth in October of the same year. In August 1965, five foreign ministers of Malaysia, the Philippines, Thailand and Indonesia issued the "Bangkok Declaration" in Bangkok, Thailand, proclaiming that the five countries jointly formed the Association of Southeast Asian Nations.

Li Guangyao led Singapore’s diplomatic activities based on the subtle relationship between Singapore and its neighbors, Malaysia and Indonesia, and his understanding of the changes in the international structure of the two poles at the early stage of independence. Singapore’s survival among the powerful nations is an opportunity.

4.THE INFLUENCE OF DENG XIAOPING'S PERSONALITY ON CHINA'S DIPLOMATIC DECISIONS: SINO-US DIPLOMATIC RELATIONS AND NORMALIZATION OF SINO-SOVIET RELATIONS

The influence of Deng Xiaoping's interest in foreign affairs in the process of establishing diplomatic relations between China and the United States

When a leader is very interested in foreign affairs, he will actively pay attention to the progress of diplomatic events and make suggestions for the settlement of them. Hence, in the decision-making of diplomatic events, we can easily see the personal influence of this leader. Deng Xiaoping is very interested in Sino-US affairs, his interest stems from his emphasis on Sino-US relations. As the most developed country in the world at that time, the United States had an important influence in global affairs. Normalizing relations with US will give various benefits to China. The purpose of Deng Xiaoping’s diplomatic decision is very clear. Firstly, to contain the Soviet Union’s threat to China’s national security and to establish a peaceful international environment that is conducive to China’s development; secondly, to introduce advanced American technology to maximize the development of the Chinese economy; thirdly, to promote progress of China's diplomatic work and created favorable conditions for further opening up China's diplomatic situation.

Therefore, Deng Xiaoping paid considerable attention to Sino-US relations and took various effective measures to promote the establishment of Sino-US diplomatic relations. Connecting the normalization of relations in the same country to his own life mission shows that Deng Xiaoping attaches importance to Sino-U.S. Relations. Deng Xiaoping's emphasis on Sino-US relations made him willing to participate in the normalization of the decision-making process of Sino-US relations, which provided the possibility for his personality to influence the decision.

5.CONCLUSION

When a leader is interested in a diplomatic event, he will pay attention to the resolution of the diplomatic event, might concern about the progress of the event, and will actively make suggestions for the resolution of the event. When the leader has received some training in diplomacy, the more experience he has in handling diplomatic affairs, the more references for the resolution of diplomatic events he will naturally be able to provide. Moreover, the more sensitive a leader care about changes in the environment and the greater degree of openness to new information, the better he can grasp on timing of the resolution in diplomatic events, also better timing of events and the measures taken to the events solve will be more effectively.

It can be seen from the case studies of Singapore and China that the personal characteristics of the two national leaders, Li Guangyao and Deng Xiaoping, have had a very important impact on the country's foreign policy. Under different historical events, they faced the country's diplomatic affairs and promoted the development of the country's diplomatic cause through their own efforts and decision-making. Therefore, Margaret G. Hermann's personality analysis theory has certain rationality and explanatory power. It is not only applicable to the Western states, but also meets the theoretical premises when studying the leaders of countries with oriental cultural backgrounds, which is also feasible under the assumptions. All in all, leaders are key factors in shaping national foreign policy.

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On the Effect of Physical Training on the Prevention of Gymnastic Injury

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Abstract: With the development of sports technology, it is more and more difficult and dangerous for the technical movements of competitive gymnastics, and the athletic injuries are also increasing. In the long run, it is bound to affect the quality of training, and then affect the athletes to achieve excellent results. In gymnastics teaching and training, it is extremely important to adopt some reasonable measures to prevent gymnasts from injury and minimize sports injuries. Therefore, the role of physical training in the prevention of gymnastics injury is an important content to be discussed in this paper.

Keywords: Physical training; Gymnastics; Injury

INTRODUCTION

Nowadays, the competition of competitive gymnastics is fierce, and the difficulty of events is increasing day by day, which puts forward higher and higher requirements for the competitive ability of gymnasts, and it can be said that it is gradually approaching the limit of human ability. With the development of difficult movements, athletic injuries of athletes are increasing, which seriously damages the systematicness of athletes' training and brings great physical and psychological pain to athletes. The problem of gymnastic injury has always been one of the important factors affecting the quality of training and athletes' good performance. The appropriate physical training can enhance the coordination and endurance of athletes, and then reduce the gymnastics injury. An athlete's proper physical training is an important cornerstone of successful training. Gymnastics powers in the world also put physical training in the first place.

1. COMMON PARTS AND CAUSES OF GYMNASTIC INJURIES

In gymnastics training, there are many movements that need to be supported by both hands, and the weight of the whole body needs to be supported by the upper limb, so the load of the upper limb is beyond the usual range. When the arm strength is insufficient or the support angle is not equal, it is easy to cause the injury of the upper limb [1]. At the same time, the lower limbs are also the main parts of gymnasts' injuries. Gymnastics requires higher strength of lower limbs, ankle flexibility and strength of ankle extensors and flexors. Disharmony and imbalance of the body will easily leads to athletic injuries.

There are many reasons for athletic injuries in gymnastics training. Gymnastic movements are difficult, and it requires athletes to practice a lot day after day and accumulate failure to make progress. The amount of exercise that everyone can bear varies from person to person. If the amount of exercise and the time of exercise are not arranged properly or the difficulty is raised too early, the athletes are extremely tired and prone to injury [2]. At present, the age of gymnasts generally tends to be teenagers. When they face the unacceptable overload training, they will only adhere to the training, obey the coach's arrangement, and will not adjust themselves. At the same time, they have not attracted the attention of the coach, and they have not adjusted the amount of training in time, resulting in athletic injury. It has been proved by practice that competitive gymnastics is a sport in which the whole body muscles participate. It needs a long-term training process, and maintaining systematic training is the guarantee of success. Athletes sometimes increase the amount and intensity of special training to break through a certain action or catch up with the competition to achieve the ideal training effect. Although the technical level will be greatly improved in the near future, it will make athletes tired, nervous, deconcentred and injured, which will bring adverse consequences to their further improvement and health in the future [3].

2. THE EFFECT OF PHYSICAL TRAINING ON PREVENTING GYMNASTICS INJURY

Physical training usually includes general physical training and special physical training. The content and methods of general physical fitness training are carried out according to the athlete's own growth pattern, which is used to strengthen their physical fitness and is the basis for athletes to establish good physical fitness. Special physical training is physical training aimed at the physical activity of a certain project. According to the requirements of sports events, targeted special training is adopted to ensure the improvement of athletes' special sports quality. General physical training is the foundation and must be fully developed. On the basis of general physical training, special physical training must highlight the key points.

2.1 The effect of general physical training on preventing gymnastics injury

There is no doubt that weight is important and even the most basic standard for athletes in gymnastics.

Excessive weight leads to excessive joint load. Joints, tendons, ligaments and cartilage will suffer from pathological changes under such overloaded activities for a long time. Scientific and systematic physical training is helpful for reducing the fat in the muscles, maintaining a good body shape, improving the efficiency of muscle contraction of athletes, and increasing strength, as well as reducing weight and gymnastics injuries. At the same time, scientific physical training is conducive to the growth of human bones and muscles and improvement of gymnast's myocardial contractility. In addition, it helps to perform technical movements such as displacement, undulation, and rotation, and improves their tactical and competitive level. Planned and effective physical training is conducive to enhancing the cardiopulmonary function, reducing the heart rate of athletes at rest, increasing the total blood flow, improving the blood circulation system, reducing the cardiac response of adrenaline hormones, improving the functional state of respiratory system and digestive system, strengthening the organs of human body, accelerating metabolism of human body, enhancing athletes' ability to resist diseases, and strengthening the central nervous system. In addition, it makes the brain clearer and more active, has a positive effect on the central nervous system, enhances the body's adaptability, prolongs sports life, and improves athletes' coordination.

That gymnasts have good psychological quality is also one of the ways to prevent gymnastics injuries. Through long-term arduous and reasonable physical training, athletes' perseverance, endurance, and mental endurance have been honed, which helps to enhance athletes' physical and psychological quality. If athletes have good psychological quality, they can give full play to their sports skills during the competition, improve their skills, reduce gymnastics injuries, and improve athletic performance. However, it should be noted that the arrangement of the amount of exercise varies from person to person, and the training should be arranged scientifically and reasonably according to the characteristics of the gymnast. Regardless of increasing the amount and difficulty of training, it is easy to cause gymnastics injuries. At the same time, attention should be paid to timely and correct handling of acute injuries to effectively prevent gymnastics injuries caused by physical fatigue and overload.

2.2 The effect of special physical training on preventing gymnastic injury

Gymnastics is a project that needs the participation of all body muscles. For gymnasts, the physical training of muscle strength is important. Enough strength quality can improve the coordination and flexibility of all parts of the body. Muscle strength training is the basic training of gymnastics. Any gymnastics movement is closely related to muscle strength. The failure of strength quality is one of the common reasons for gymnastics injury. Therefore, in order to prevent gymnastics injury, gymnasts should pay attention to strengthen the strength training of vulnerable parts in daily teaching and training, and carry out special training on the strength of upper limb, lower extremity, flexibility of ankle joint, explosive force and ankle joint extension and flexion. Meanwhile, it is necessary to pay attention to the consistency with the gymnastics technical movement structure, adjust the training intensity, strengthen the stability of the joints, and increase the explosive power of muscle strength.

In gymnastics, the displacement, fluctuation and rotation of the body are common and basic actions. In gymnastics teaching or competition, it is common for the movement damage of the local joint tissue, such as the micro damage and tissue tearing caused by imbalance of balance. When the athletes' slight tear injury accumulates to a certain threshold, the consequences are unthinkable, and even forced to end their sports career early, which results in the loss of talents and national resources. Therefore, keeping the balance of body is also the most important training in gymnastics. We should pay more attention to balance training, enhance athletes' ability to control movements, so as to reduce gymnastics injuries and achieve good training effects.

3. CONCLUSION

Competitive gymnastics training is a long-term and systematic training process, and the athletes' strong physical quality and flexible technical level can not be improved in a single day. The general physical training and special physical training should be combined organically. According to the athletes' own conditions and the needs of the level of competitive skills, corresponding loads should be given in the training, and the ratio of the two types of physical training should be reasonably arranged, and train with unremitting efforts. On the basis of maintaining the standard body shape and strong body, we should carry out muscle strength training and balance training, flexibly use various competitive techniques to ensure the scientific and effective physical training, and prevent and reduce gymnastics injuries from many aspects.

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Primary School Mathematics Teaching Reform Based on Mathematics Core Literacy

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Abstract: with the continuous development of the new curriculum reform, many new teaching contents have been integrated into primary school mathematics teaching. Through the analysis of primary school mathematics teaching process, we can know that it has changed from the original indoctrination teaching to let students take the initiative to learn. At the same time, educators should realize that primary school mathematics teaching is not to guide students to carry out simple numerical calculation, but to cultivate and improve students' understanding ability, learning ability and learning interest in teaching, that is, to cultivate students' core literacy consciously. Thus, it can be seen that the cultivation of mathematics core literacy has important value and significance to promote the development of students. Therefore, primary school mathematics teaching workers should deeply analyze the significance of mathematics core to primary school mathematics teaching reform, and explore the corresponding teaching reform strategies.

Keywords: mathematics literacy; primary school mathematics; teaching reform

INTRODUCTION

For primary school mathematics teaching reform, the integration of core literacy has important value and role. In primary school mathematics teaching, teaching reform based on core literacy can fully stimulate students' interest in mathematics learning and promote the improvement of students' learning ability. At the same time, primary school mathematics educators should consider that the integration of mathematics core literacy is actually an in-depth exploration of teaching mode. Therefore, in the teaching reform, teachers need to deeply analyze the problems existing in the current stage of teaching, do a good job in research and analysis, so as to formulate more perfect teaching strategies and provide guarantee for improving the quality of primary school mathematics teaching.

1. CONCEPT ANALYSIS OF PRIMARY SCHOOL MATHEMATICS CORE LITERACY

From the perspective of concept, core literacy refers to students' use of the knowledge they have mastered to solve problems in their study and life. The effective use of knowledge is an important embodiment of improving students' core literacy. However, primary school teachers should realize that the core literacy is not simply to impart knowledge to students, but should make an overall analysis of the principle and formation process of knowledge on the basis of mastering knowledge, so as to truly understand and master mathematical knowledge. From a simple level of analysis, primary school mathematics core literacy can be seen as a process in which students acquire knowledge from learning, improve their skills, and then apply the knowledge to daily learning and life, and get certain results. Primary school mathematics teaching reform needs to implement teaching reform strategies on the basis of ensuring students' core literacy.

2. THE IMPORTANCE OF IMPROVING STUDENTS' CORE LITERACY IN PRIMARY SCHOOL MATHEMATICS TEACHING

Primary school mathematics teaching reform based on core literacy is an effective way to improve students' learning efficiency. At the same time, it can also help students understand and use mathematical knowledge, so that students can make in-depth exploration through their own ability while learning basic knowledge. Compared with the traditional basic knowledge teaching, the cultivation of core literacy is more valuable, which can reflect the application of mathematics in real life and the real value and significance of mathematics learning, make students realize the importance of mathematics learning, and help students establish the correct value concept. With the continuous improvement of students' mathematical core literacy, they can more smoothly understand the basic mathematical concepts and the theoretical nature of knowledge explained by teachers in classroom teaching, as well as the principle of solving mathematical problems

3. PRIMARY SCHOOL MATHEMATICS TEACHING REFORM STRATEGY BASED ON CORE LITERACY

3.1 create a good classroom teaching atmosphere

In primary school mathematics teaching, teachers should highlight the main position of students and lower their own mentality, so as to go deep into the student group, use students' perceptual topics and things to stimulate their interest in mathematics learning, and find common communication themes with students through this form. For primary school mathematics classroom teaching, teachers need to be good organizers of classroom activities in classroom teaching, to create a positive and upward learning atmosphere for students, so that students can express their ideas and opinions according to their own content, and improve the efficiency of classroom teaching. In order to make students more intuitively understand the meaning of weight unit and weight, teachers can let students organize students to compare and weigh in class, so as to strengthen students' learning experience. Before the classroom teaching activities, the teacher can prepare 1 kg of drinks, 1 kg of fruits and other important bags in advance. After that, the teacher asks the students to compare them randomly and tell their weight feeling, so that the students can find the bags with the same quality as the mineral water. In this process, teachers can let students through the human body perception of the weight unit, strengthen students' understanding of the quality unit. At the same time, through the introduction of mathematical knowledge with the help of familiar things around students, students can experience the sense of nature and kindness, and then realize the extensive use of mathematical knowledge in life, so as to cultivate students' feeling of mathematics learning and improve students' mathematical core literacy.

3.2 construct the teaching situation and set up the questioning link

With the implementation of the new curriculum reform, teachers in practice teaching should be guided by the core quality, construct the autonomous inquiry learning situation for students, and set up visualized sequential problems for students according to the content of teaching materials, so as to enable students to master the way and method of mathematics learning from the flexible use, and carry out learning activities independently. From a certain point of view, it is widely used in people's daily life. In teaching, teachers should combine students' existing life experience to set scientific and reasonable questions, and make some conflict points appropriately, and then put forward the question "how to calculate the volume of water in a cylindrical container?" After listening to the question, some students will calculate by injecting water into the container. At this time, the teacher asked the question, "if there is a piece of plasticine that is cylindrical, how should we calculate the volume?" Some students get the answer after thinking: "put the rubber clay in the water, analyze the volume change of water, and finally get the answer." Through the setting of problem situation, it helps to stimulate students' desire to explore knowledge and make their thinking more active, so as to cultivate students' ability to explore problems and achieve teaching effect.

3.3 actively carry out practical teaching activities to improve students' practical operation ability

In primary school mathematics teaching under the core literacy reform, teachers need to be aware of the important value and role of practical activities in improving students' comprehensive ability. Mathematics knowledge itself has a strong logic and theory. If teachers teach students to indoctrinate and explain the theoretical knowledge, and require students to recite and memorize the theoretical formula content, it will affect students' mathematics learning enthusiasm and make students fall into the dilemma of mathematics learning. Therefore, primary school mathematics teachers need to organize teaching practice activities properly. For example: in the teaching of "diagonal" teaching content, for the size of the corner and the length of both sides of the corner has nothing to do with one of the knowledge points, many students often have some problems in the process of understanding. Therefore, teachers can organize students to use paper to fold out rectangles of different sizes in the teaching process, and then conduct in-depth observation. In this way, students will naturally find that no matter what the size of the rectangle, it is composed of four 90 ° right angles. Through the development of practical activities, students can be effectively guided, and then get rid of the restrictions on classroom teaching content, so as to provide guarantee for the improvement of students' mathematical core literacy.

3.4 change the traditional evaluation method

In the past primary school mathematics teaching, the traditional evaluation method is mostly based on the students' examination results, the defect of this evaluation method is very obvious, too much emphasis on the evaluation, but ignore the evaluation of students' ability, unable to realize the objective evaluation of students. Therefore, primary school mathematics teachers need to realize that the purpose of evaluation is not only to judge students' academic performance, nor to divide students into different grades according to their academic performance, but to make students have a clear understanding of themselves, and then find the entry point of learning. Therefore, teachers should change the traditional evaluation method of teaching reform, and should not rely too much on performance evaluation. Under the concept of core literacy, educators should adopt the performance evaluation method, which is a new evaluation method. From a broad perspective, teachers need to evaluate and analyze students' learning activities and homework completion. Compared with the traditional evaluation method, the biggest feature of performance-based evaluation is to focus on results and conduct comprehensive evaluation and Analysis on students. At the same time, teachers can also set up a special portfolio for students, and accurately record the situation and growth of students. Compared with traditional methods, these two methods can objectively evaluate students' core literacy and promote their development.

4. CONCLUSION

In the process of primary school mathematics teaching reform, the role of core literacy is very critical. The teaching reform based on core literacy can improve students' knowledge, ability and emotional literacy. At the same time, in the context of the new curriculum reform, primary school teachers should be aware of the importance of the concept of core literacy, and integrate it into all aspects of education to speed up the process of primary school mathematics teaching reform.

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On the Professional Identity of College Students Majoring in Hotel Management

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Abstract: With the development of economy, the rapid development of tourism has driven the growth of the hotel industry. The hotel management major has emerged, but not many college students majoring in hotel management are engaged in the hotel industry. According to surveys and literature data, the degree of identity of students in this major is not high, and the phenomenon of career choice also shows diversified characteristics, which will be affected by various aspects.

Keywords: identity; college students majoring in hotel management; career choice phenomenon; influence mechanism

1. INTRODUCTION

Accompanied by the rapid rise of the economy, the data of the tourism industry is growing rapidly, and it is also driving the development of the hotel industry. According to statistics from the Ministry of Culture and Tourism, as of June 30, 2019, the total number of star-rated hotels nationwide was 10,284, of which 2,542 were four-star and 846 were five-star. Compared with the end of 2018, the total number of hotels has increased There are 35 more, of which 15 are four-star hotels, and three are five-star hotels. In 2018, the operating income of the domestic hotel industry has exceeded 200 billion yuan, and the total number of guest rooms has reached more than 1.3 million. According to the data of the hotel industry in 2019, the hotel industry will also show a relatively rapid growth trend. However, although the hotel industry is showing a good trend, the number of college students majoring in hotel management who are engaged in the hotel industry is not large, and at the same time it is showing a decreasing trend. The reasons for this phenomenon are many, including personal, social, School, industry, but the main reason for the poor employment situation of hotel management students in their major is the failure of the hotel management students to identify themselves, which leads to most of the talents choosing other jobs, and in hotels, a lot of talents are needed, but The students of the corresponding major refused to work in the hotel, which led to the loss of their counterparts. The identity of students directly affects their employment, and only when students really like this industry will they treat it as a lifelong career.

This research combines the research results related to identity, willingness to choose a career, and the characteristics of the hotel management major, to explore the hotel management majors to understand their own identity and career choice phenomena/inclinations of hotel management majors, so as to further explore their influence mechanism.

2. LITERATURE REVIEW

(1)The concept of identity "identity" originated from the Latin word "Idem", which represents the same meaning, and then gradually developed into "identity". The word "identity" has many meanings, which can mean to be equal to or think consistent with..., it can mean identity, identity, or identity and body. The first to put forward the concept of "identity" was William James and Freud. Freud, who went further than James, believed that identity is a kind of psychological process. It is a person's approach to and imitation of individuals and teams, and finally A whole series of events that become one's own behavior pattern.

(2)Identity The term "identity" in Chinese dictionaries has two main meanings. The first one refers to the origin, status and qualifications of a person, and the second refers to the respected status. Zhang Shuhua believes that identity is a sign and name, which is a person's position and status in a group[1].

(3)What is "identity"? The research on this term is explained by people in various fields.

Similarly, domestic scholar Huang Ling feels that the role and characteristics of an individual in the team are recognized and accepted is called identity [2]. Zou Ying feels that identity is the self-perceived self-psychological identity of whether she really feels that she is a member of this team in terms of emotional value [3]. Zhang Shuhua and others believe that a series of psychological processes integrating the individual's cognition of their own identity and the cognition of their own group, as well as the emotions and behaviors generated in this process, is identity. This article is mainly based on Zhang Shuhua's concept of identity. In the theory of self-identity, Allport's theory of self-development refers to our consciousness is a physiological aspect. We have a sense of possession, dominance and love for our body. Before puberty, the self is in the process of development. From adolescence to adulthood, the self-consciousness tends to mature. The social identity theory in the social identity theory, to a large extent, compares with the group and the outside, and thinks that we should actively obtain a good social identity for us.

3. PROFESSIONAL BACKGROUND AND IDENTITY ANALYSIS OF HOTEL MANAGEMENT

(1) Hotel management professional background Hotel management is an emerging profession. The hotel management profession in China can be traced back to the end of the 1970s. my country opened a new chapter in tourism education. Until 1986, the tourism and hotel management profession was in Zhongshan. After the emergence of universities, the hotel management major officially settled in the "Undergraduate Majors Catalogue of General Colleges and Universities" for the first time.

The bachelor's degree in hotel management is 4 years. From theoretical knowledge and practical ability, students are trained to master hotel management knowledge, and cultivate high-quality and application-oriented students who can comprehensively use the knowledge learned to solve hotel operation problems in high-star hotels. Talent. There are many courses in hotel management, mainly including college English, hotel English, catering management, front office and guest rooms, economics, marketing, tourism, financial management, customer relationship management, management, secretarial practice, and human resources Courses in management and other aspects. After the 2008 Beijing Olympics, China's tourism industry has shown a very rapid growth trend, and the demand for hotel management professionals is also increasing.

(2) Analysis of the identity of hotel management majors. The hotel management majors are living in a contradiction. They are students who have received higher education, but they are first-line service staff in the hotel after graduation. These two identities are presented in There is a sense of gap in a person, which leads to an imbalance in the identity of the college students majoring in hotel management. There are many factors that affect their identity. In Huang Fen's research on hotel management majors, among the influencing factors obtained after conducting 420 valid questionnaires for students of this major, the students' perceptions of the service industry are relatively similar, and most of them think waiters They do not have a high status. Although they can accept jobs in the service industry, they still have an attitude of rejecting waiters. And most of the respondents think that the job they want in the future is not the major they are studying now. The family and the outside society are not very acceptable to the hotel management profession [4].

4. INFLUENCING FACTORS IN CAREER CHOICE OF COLLEGE STUDENTS MAJORING IN HOTEL MANAGEMENT

4.1 Subjective factors

(1) Disagreement with the identity of the hotel management major: When applying for the hotel management major, college students majoring in hotel management have a lot of blindness and passivity. Some people choose this on a whim or because they are curious about this major. Professional, more of it has been professionally adjusted. After in-depth study, many students will find that they are still not suitable for this major, or the particularity of the hotel industry makes the hotel management majors give up entering this industry, which deviates their professional and employment desires. This disidentification of their own identity will prompt them to choose other industries.

(2) Insufficient personal ability: Although the hotel is said to be a service industry, it needs more skills. Many international hotels require good oral English or proficiency in oral English when recruiting, but many hotel management professionals College students do not necessarily have these skills. Many students have only passed CET-4, CET-6, Business English, IELTS, etc. Fewer and fewer people have these skills, and some still need computer skills. Ability, but many ordinary college students do not necessarily possess these abilities.

(3) The influence of traditional thinking: In traditional Chinese concepts, service personnel make a relatively low occupation, pouring tea and water, cleaning sanitation, these are the work of waiting for people, many people may not be able to accept it, in the investigation Many college students majoring in hotel management have good family backgrounds, and college students with such conditions may not be able to accept jobs like service people. And many hoteliers say "start from the grassroots level", this sentence is scaring away many people who could have started from

College students in the hotel industry. In the hotel industry, it is generally only after accumulating certain experience to be promoted. The senior managers of the hotel generally need more than ten years of experience. Therefore, this factor also deeply affects the hotel management majors. (4) The influence of family concept: Nowadays, many parents of the "post-90s" have bad ideas about hotels. Some parents mentioned the work of hotels, but they still think or think of some inferior things. These are the influences of traditional ideas, and the opinions of parents often influence the university students majoring in hotel management to a large extent.

4.2 Objective factors

(1) Disadvantages of the hotel industry: The working hours in the hotel industry are quite unstable. Some positions, such as the front desk, guest room, switchboard, and concierge, all need to stay up late, which will affect health. Coupled with the slow promotion of the hotel industry, the development prospects for freshly graduated hotel management college students are not ideal. Similar to many occupations, the hotel industry also has the

phenomenon of "emphasizing experience and neglecting academic qualifications". When recruiting for many positions, there will be a phrase "relevant experience is preferred." This sentence also rejected a lot of people wanting to interview. Many college students with hotel experience are more likely to be hired by hotels than college students majoring in hotel management.

(2) The society’s disapproval of the hotel management profession: As the hotel management profession is a new profession and is not well known to the public, many people in the society have a bad impression of the hotel management profession. Many people think that the hotel industry is just Similar to the catering industry, many people in the catering industry say that this major is not very good and very hard. In addition, other people also think that a college student who has studied for four years should go to work in a hotel or be a waiter. These are all It is the disagreement that people in the society have prejudiced against the hotel industry.

(3) The school curriculum is unreasonable: Many schools with hotel management majors generally provide public courses, optional courses, and professional courses for hotel management majors. These courses will not change much for many years, but the society With each passing day, the hotel industry is forced to survive and must change from time to time. Therefore, the fixed curriculum does not fit the real hotel. Therefore, many students are not able to learn the professional knowledge of the school when they work in the hotel. Used well, these courses are not suitable for the needs of modern hotels.

5. CONCLUSION

University students majoring in hotel management have a relatively low sense of professional identity in the hotel service industry. There are mainly several factors that affect their identity: the imbalance between the self-cognition and professional cognition of the hotel management majors; the hotel management majors do not have much difference in skills from the hotel management majors, and the gap is widening; The cognition of hotel management major is incorrect; the influence of family on college students majoring in hotel management. In terms of career choices, college students majoring in hotel management tend to choose other more comfortable jobs, and their influence mechanisms are also diversified. Including subjective and objective factors, covering multiple aspects such as identity, work ability, traditional thinking, school, hotel industry, society, and curriculum. Identity is the most important factor that subjectively affects the career choice of hotel management majors. Failure of identity recognition will hinder hotel management majors from choosing to engage in the hotel industry; hotels are an industry that serves people. These traditional thinking affect hotel management majors, but parents Under the influence of these thinking, we are more or less opposed to their children's involvement in the hotel industry; the hotel industry itself has unstable working hours, low wages, slow promotion and other reasons, causing college students with professional counterparts to shift their goals; many aspects are worthy of hotel and Thinking of service industry personnel.

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Exploration and Practice of Teaching Management in Higher Vocational Colleges

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Abstract: This particle first analyzes the current problems in the teaching management of higher vocational colleges, and then puts forward the strategies of teaching management in higher vocational colleges from four aspects, which are to establish the "people-oriented" teaching management theory, improve the quality of teaching managers, establish a refined teaching management mode and promote the informationization of teaching management.

Keywords: higher vocational college; teaching management; management theory

INTRODUCTION

Higher vocational education, as a position to cultivate high-quality skilled personnel,and its teaching management quantity has attracted the attention of all walks of life. Many higher vocational colleges are constantly exploring, trying and innovating in the process of teaching management, and the existing problems are gradually exposed.How to comprehensively improve the level of education and teaching and the quality of talent cultivation in higher vocational colleges, further improve management capabilities, and establish an education teaching management team matching with the education goals and tasks of the world-class higher vocational colleges and the needs of the reform and development of the management system, for teaching management workers, there is a long way to go.This article starts with the current problems encountered in the management of higher vocational colleges, and further explores and analyzes the teaching management mode of higher education, which lays a foundation for the management team's execution and management efficiency improvement.

I. PROBLEMS IN TEACHING MANAGEMENT IN HIGHER VOCATIONAL COLLEGES

(I) Mechanical tradition of teaching management method

At present, the teaching thought of higher vocational colleges is backward, the teaching idea is out of date, the teaching method is single and boring, lack of innovation and teaching characteristics.At present, the management mode of each class is to be equipped with a teacher in charge or counselor. There is a common phenomenon of "passive management, passive acceptance ". There is a lack of communication and interaction between teachers and students, which leads to the lack of students' innovative awareness and the need to improve their moral quality.The implementation of the current teaching management policies is greatly reduced, the school information channels are not smooth, the lack of overall design and thinking, and the degree of conformity with reality is not high, which not only hinders teachers to carry out teaching activities creatively, but also leads to the students' learning enthusiasm is low.

(II) The teacher is too dominant

Teachers do not understand the students well, the dominant position is too strong, lack of "students-oriented" concept.Classroom design and teaching setting are traditional ancient boards, lack of integration and relevance, inadequate implementation of school-government cooperation, school-enterprise cooperation, school-school cooperation and other management work, lack of in-depth cooperation, integration, enterprises did not participate in the teaching management process, it is difficult to play the role of enterprises in talent training.Most higher vocational colleges are in the state of passive development for a long time and their flexibility is insufficient, which hinders the improvement of students' comprehensive quality to a certain extent, reduces the level of talent cultivation and inhibits the long-term development of higher vocational colleges[1].

(III) Quality of teaching management personnel needs to be improved

At present, the structure of teaching management personnel in higher vocational colleges is divided into long-term working, experienced and old teachers, new teachers who graduated from universities and concurrent teachers who are transferred from full-time teachers.From the analysis of personnel team, the old teachers manage by experience, and mostly adopt straight-line management, which makes it difficult to mobilize the enthusiasm of front-line teachers and students; the new teachers are newly involved in the post, generally lack practical experience, low level of professionalism and application, and do not actively carry out teaching management innovation; the concurrent teacher teaching task is heavy, in the teaching management aspect to complete the task mainly, lack of thinking, and low investment.In addition, under the influence of social development, the educational managers of vocational colleges are not highly valued, invested in human and material resources, and are not well managed.

(IV) Incomplete teaching management system

The teaching management system should be revised and improved according to the national police, the time development, the professional settings, the student characteristics, the talent development, the appraisal mechanism, the quality monitoring and so on. However, at present, many higher vocational colleges in our country are not perfect in the management system, and lack of classified and stratified fine guidance.In addition, teaching managers lack the idea of people-oriented in their work, and teaching supervision lacks scientific theoretical guidance and perfect system guarantees, which seriously affects the quality of teaching supervision.

(V) Insufficient funds for teaching management

The limited funds for teaching management restrict the improvement of fine management level in higher vocational colleges.With the improvement of the quality requirements of students, professional construction, training base construction, curriculum construction, double-qualified teacher construction, teaching conditions also need to be improved; at the same time, the difficulty of fine teaching management is also increasing, in order to achieve the goal of training skilled personnel, the school needs to invest a certain amount of funds to promote the better implementation of teaching management.

II. TEACHING MANAGEMENT STRATEGIES IN HIGHER VOCATIONAL COLLEGES

(I) Set up the teaching management idea of "student-oriented"

Teaching managers in higher vocational colleges should set up the idea of "student-oriented", with the goal of improving students' comprehensive quality and practical ability, and help students to set up correct world outlook, outlook on life and values. Starting from entering the campus, students are required to strictly abide by various teaching management systems, so as to help students to master the first button of life.In addition, colleges and universities should change the angle, take students as the main body, take students' demand as the guidance, respect students' individuality development and individuality difference, actively explore and develop innovative teaching design and classroom form, give full play to the application of new media technology in teaching management, improve classroom enthusiasm and activity.

(II) Improving the professional quality of teaching management personnel

Teaching management personnel should strengthen theoretical and business learning, enrich their own professional knowledge, extensively involve in cutting-edge theories, pay attention to accumulation and precipitation, pay attention to hot issues and key and difficult issues under the new situation, improve professional quality, follow the development trend of higher vocational education, emancipate the mind, seek truth from facts, timely update work thinking, courage to innovate, bravely shoulder heavy responsibility.In addition, colleges and universities should appropriately increase full-time teaching management personnel, reasonably set up teacher-student ratio, and increase the investment in teaching management in human and material resources.

(III) Establishment of fine teaching management mode

Teaching management should closely focus on the needs of students' study and life, accurately grasp the rules of education and teaching, classify and lay down the management methods.In the course of education and teaching management, teachers and staff should construct a new and perfect teaching management system and management content, carry out hierarchical management according to the characteristics of students' preferences, grades and so on, teach students according to their aptitude, improve the management and service level of students; update the talent training plan according to the social development and enterprise needs, actively develop new social courses, in the course of cultivation, make students learn professional courses and social needs match; actively optimize the teaching staff of higher vocational colleges, ensure the refined teaching methods and curriculum settings, promote the improvement of comprehensive teaching level; build a perfect educational administration management system, grasp the key management projects, and through the diversified evaluation mechanism, the teaching motivation and management ability can be improved[2].

(IV) Promoting informationization of teaching management

Based on the modern teaching management theory, the high-efficiency and high-quality management is carried out by information technology.Colleges and universities should regularly carry out regular training on teaching management information content in based on their own conditions, actively communicate with fratem colleges and universities, learn from each other management concepts and management modes, guide each other, actively learn from experience, timely update management methods, and improve the ability and level of information application of managers.Higher vocational colleges should cultivate the all-round development of morality, intelligence and physical, with high comprehensive quality, good professional ethics, innovative spirit and entrepreneurship awareness, and meet the needs of enterprises and society for skilled talents, should follow the needs of social and economic development in a timely manner, adjust the curriculum training system and talent training objectives, scientifically carry out the construction of teaching information resources, the teaching curriculum setting, talent training program, experimental internship conditions, student basic information, etc. into the information management system, let information technology permeate into all links of teaching management, form a safe and reliable information-based teaching management platform[3].

III. CONCLUSION

With the development of social economy and the improvement of the level of information, higher vocational colleges have a long way to go in cultivating high-quality application-oriented talents, and put forward higher requirements for the teaching management mode and concept of the colleges.In order to improve the level of educational and teaching and the ability to cultivating talents, higher vocational colleges should introduce advanced teaching management techniques, vigorously optimize teaching management methods, formulate refined management process, perfect teaching management mode and build correct teaching and educating management mechanism.As the teaching manager of higher vocational colleges, we should try our best to overcome the malpractice of the traditional mode, increase the innovation, vigorously promote the fine and information-based teaching management work steadily, which is of great significance to improve the social status of higher vocational colleges and promote the long-term development of higher vocational colleges.

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Research on Countermeasures of College English Autonomous Study Based on MOOC

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Abstract: With the rapid development of education informatization, the new learning method based on network learning platform is impacting the traditional English teaching mode. This paper sorts out the typical problems existing in students' English autonomous learning, and carries out targeted exploration, and puts forward specific and feasible solutions and strategies based on the network learning platform through the investigation and analysis of the current situation of English Autonomous Learning in Wuhan Textile University.
Keywords: MOOC; College English; Autonomous Study

1.INTRODUCTION

In the traditional public English classroom teaching process, due to the large number of students in the classroom, the lack of effective communication between students and teachers leads to the lack of classroom interaction. Many students can not make full use of English knowledge to solve problems in their study and life, which is not conducive to the improvement of College Students' comprehensive quality.[1] In the process of the development of information technology, the classroom teaching mode in Colleges and universities in China has been gradually towards the network and digital development. Through the use of MOOC teaching mode, not only can we realize the optimization and integration of resources, but also can change the classroom teaching mode, so that students can choose the teaching content they are interested in on the MOOC platform, in-depth interaction with teachers and students in the classroom, so as to help college students improve their English level in an all-round way.[2] Students can make full use of English knowledge for free expression, but also can develop students' innovative thinking, cultivate students' autonomous learning ability.

2.MOOC

MOOC is massive open online course, large-scale open online learning course,which can realize the sharing of educational resources and help most people to use the network for online practice. The construction of MOOC platform is similar to the conventional college classroom design, but students are not required to obtain credits. MOOC teaching is more relaxed and free, which is very suitable for students who are interested in English or need to improve themselves.[3] MOOC can not only provide free educational resources for students, but also make targeted courses according to students' personalized characteristics.[4] MOOC platform can not only effectively make up for the shortcomings of traditional classroom teaching time and space, but also help students make full use of high-quality education resources to improve learning efficiency and learning quality.

3.THE CURRENT SITUATION OF ENGLISH AUTONOMOUS STUDY

This paper takes Wuhan textile university students as the survey object, the status of Vocational English autonomous learning survey. In recent years, the English Curriculum Group has actively explored the reform of information-based English teaching, guiding and cultivating students' autonomous learning ability. Through questionnaire survey, 266 students of 3 majors in 2019 and 2 majors in 2020 were statistically analyzed. A total of 266 questionnaires were distributed and 260 valid questionnaires were distributed. Although there are some problems in college students' autonomous learning.

3.1 the general lack of self-learning awareness

The survey found that 40% of the students will not take the initiative to use the e-learning platform and resources for English learning after class. Students are accustomed to listen to the teacher's arrangement and learn passively. Among them, the students with weak self-management ability account for 40% of the total number of respondents. The weak self-management ability leads to the lack of self-learning ability and consciousness. Many students can not change their learning methods in time, and they still learn passively according to the teacher led teaching method. A lot of time is not fully utilized after class, so we can't learn relevant course content independently after class.

3.2 small and clear learning objectives

According to the survey, 35% of the students have a clear understanding of English learning objectives, 38% of them think that English courses are not as important as professional courses; 52% of the students do not have a clear motivation for English learning. This part of higher vocational students do not have a clear learning goal in English learning, nor do they systematically plan the learning progress and learning content.

3.3 lack of effective learning guidance

The survey found that up to 51% of the students did not make an English learning plan, and 53% of the students were able to self-monitor their learning progress and effect. In the process of Higher Vocational English learning knowledge, and the lack of effective learning guidance and supervision for students, students can solve problems in the process of English Autonomous Learning in time and effectively. On the one hand, it is due to the students' lack of perseverance, on the other hand, teachers' failure to provide effective learning guidance. Over time, students will lose the interest and motivation of autonomous learning.

3.4 lack of regular self-study assessment

According to the survey, 45% of the students have carried out English self-study effect evaluation since childhood. In the process of English learning, students have to complete the learning plan, but also regularly carry out the necessary assessment, so that students can find the problems and defects in English Autonomous Learning in time, and make more targeted learning plans for the follow-up courses. Through the development of self-study assessment link, students can really improve their autonomous learning habits and ability.

4.STRATEGIES OF COLLEGE ENGLISH AUTONOMOUS LEARNING BASED ON MOOC

4.1 construction of College English classroom optimization model based on MOOC

The construction of MOOC Autonomous Learning + online live class + online learning community classroom teaching mode. Based on the theory of output oriented approach (POA), this model integrates the existing teaching resources, builds online live classes, and cooperates with the construction of online learning community, respectively realizes the driving before class, promoting in class and expanding after class in the teaching process design of output oriented method. Before the class, teachers assign MOOC autonomous learning tasks, students carry out online autonomous learning, watch micro class video and complete online homework and discussion. teachers refine the key points and difficulties of teaching, design teaching contents, and gradually promote the accumulation of language content, language skills and discourse structure required by students for language production tasks through live online classes; After class,teachers arrange language output tasks through online learning community, and students carry out outward bound training, evaluation interaction, feedback summary and scenario simulation to maximize the improvement of language application ability.

4.2 Expand communication channels and improve evaluation methods

To construct a curriculum evaluation system which can fully reflect the particularity of English classroom and clear evaluation rubric. Under the condition that the main framework of the original curriculum evaluation system the specific evaluation contents in the process evaluation are adjusted and clear rubrics for each evaluation content are formulated.

4.3 Improve students' self-examination and evaluation system

In order to guide students to carry out autonomous learning in College English curriculum, students should be able to make periodic learning plans, self supervision, self summary and self analysis. Based on the network learning platform self-test system, students can regularly self-test, check and make up for deficiencies in English learning, so as to improve their English autonomous learning ability of self-monitoring, self-correction and self-regulation, so as to improve their comprehensive English ability.

5.CONCLUSION

Through the construction of curriculum, the reform of teaching methods and the construction of multi-channel teaching resource platform, the Application-oriented College English teaching system improves the students' comprehensive ability of using English, and makes the three-dimensional and diversified college English teaching and the individualization and autonomy of students' English learning be basically realized. However, there are still some imperfections in the teaching system. We have been constantly improving the teaching system in teaching practice based on the change of talent training objectives, students' English level and social needs.

ACKNOWLEDGEMENT

This paper was sponsored by the research project of Education planning in WTU, (Research on Problems and Countermeasures of College English Autonomous Study Based on MOOC, Project No. 2019JY099) .

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Research on Thoracoscopic-assisted NUSS Operation in the Treatment of Congenital Pectus Excavatum

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Abstract: Objective: To analyze the clinical effect of thoracoscopic minimally invasive repaire of pectus excavatum (NUSS operation) for patients with congenital pectus excavatum. Methods: The subjects of this study are 40 patients with congenital pectus excavatum admitted to the hospital from March 2019 to March 2021. 20 patients in the observation group are treated by thoracoscopic-assisted NUSS operation, and 20 patients in the control group are treated under non thoracoscopy, and the therapeutic effect and complications are summarized. Results: The operating time, bleeding volum and discharge time of the observation group are lower than those of the control group; the incidence of complications in the observation group is 5% (1/20), which is lower than 30% (6/20) of the control group. The differences are significant (P<0.05). Conclusion: In summary, patients with congenital pectus excavatum can choose horacoscopic-assisted NUSS operation for treatment, which has short operating time, less bleeding volum and short hospitalization time, and low incidence of complications. It is worth popularizing.

Keywords: Thoracoscopy; NUSS operation; Congenital pectus excavatum; Treatment effect; Complications

INTRODUCTION

Patients with congenital pectus excavatum are deformed chest wall bones. Mild patients will affect their mental health because the appearance of the chest is not beautiful enough, and severe patients' cardiopulmonary function will be affected [1]. The common treatment for this disease is surgery, and it is especially important to choose the right surgery to improve the orthopedic effect [2]. In this regard, the author tries to carry out the treatment of thoracoscopic-assisted NUSS operation, and compares the treatment with common thoracoscopic treatments to analyze its therapeutic effect. The specific contents are as follows:

1. MATERIALS AND METHODS

1.1 Research subjects

The subjects of this study are 40 patients with congenital pectus excavatum admitted to the hospital from March 2019 to March 2021. 20 patients in the observation group are treated by thoracoscopic-assisted NUSS operation, and 20 patients in the control group are treated under non thoracoscopy. Among the subjects, the proportion of male and female is 24:16. they are aged 5-28 years, and are distributed at (12.2 ± 3.9) years old. And Haller index is 3.5-14, which is distributed at (6.7 ± 1.2). There are 28 patients with symmetrical pectus excavatum and 12 patients with asymmetry. After the patient is admitted to the hospital, chest CT, echocardiography, and cardiopulmonary function tests are performed, and the operation can be performed after diagnosis. The guardian or family members sign the informed consent form, and there is no significant difference between these two groups (P>0.05).

1.2 Methods

Before operation, the length of the stent is determined by soft ruler, and the corresponding orthotic plate is prepared to ensure that the bending of the bending device show bow shape, and the arc is consistent with the preset elevation. After general anesthesia, supine position is taken, the chest and back are padded with high support, and the upper limbs are in horizontal open state, and showed 90 ° right angle to the body. In addition, the lowest and highest point of the thoracic cavity should be marked, as well as the entry and exit points of the orthopedic steel plate and the incision. These should be unfolded under aseptic operation after disinfection. In observation group, incisions from the anterior axillary line and mid-axillary line on both sides can be selected to enter the intercostal space. The length of the incision is about 1 cm. After lung ventilation stops, the thoracoscopy can be inserted between the 1-2 intercostals. The guide is placed from the monitoring screen, and the right marked rib space is inserted into the chest, and then it is penetrated from the left. After that, the steel plate can be inserted according to the actual situation of the patient. And then we need to check for bleeding, and turn the fluke support plate 180°. After routine fixation, the drainage tube should be prevented and the incision should be sutured. After the operation, the patient is ensured to lie supine, and routine anti-infective treatment is initiated. While in control group, we need to cut directly from the right incision, insert the guide, and pass through the mark on the left. When turning over, the arch of the supporting steel plate passes through the sternum, and the arch is upward. The rest are the same as the observation group.

1.3 Observation indexes

The operating time, bleeding volum, discharge time and complications are analyzed.

1.4 Statistical method

SPSS 22.0 is used to process the data, and the analysis of mean ± standard deviation (x±s) is in normal distribution, and the operating time, bleeding volum and hospitalization time are counted; x2 is used to count the probability of complications. The difference is statistically significant (P < 0.05).

2. RESULTS

2.1 Operating time, bleeding volum and discharge time

The operating time, bleeding volum and discharge time of the observation group are lower than those of the control group (P < 0.05).

Table 1 Comparison of intraoperative indexes between the observation group and the control group

Group	n	operating time/min	operating time/ml	discharge time/d
the observation group	20	（35.6±7.3）	（5.3±0.8）	（5.8±1.2）
the control group	20	(49.7±10.2）	（6.9±1.9）	（8.8±2.4）
t	-	8.320	7.662	9.208
P	-	0.013	0.032	0.010

2.2 Complications

The incidence of complications in the observation group is 5% (1/20), which is lower than 30% (6/20) in the control group, and the difference is significant (P<0.05).

Table 2 Analysis of complications between the observation group and the control group

Group	n	Incision infection	Pneumothorax	Support displacement	Subcutaneous emphysema	Total incidence
the observation group	20	0	0	0	1	5%（1/20）
the control group	20	2	1	1	2	30%（6/20）
x2	-					10.782
P	-					0.001

3. DISCUSSION

Pectus excavatum is more common in children with congenital malformations, accounting for about 0.5% [3-4]. The incidence of this type of disease is more common in males. Mild patients generally have no obvious manifestations of incompatibility. Patients with severe depression will squeeze the heart and lungs, and the respiratory function and pulmonary circulation function of the patient may be impaired, so that the patient's mobility is blocked. The patient has repeated respiratory infections, chest tightness, heart palpitations, and common shortness of breath after activities. The most important thing is that the appearance of the patient's chest will be affected after the illness, and the children will increase their psychological pressure during the developmental stage. The timely expansion of orthopedics can help children grow better. The best treatment time is 6-12 years old, and surgical treatment is also the only way.

With the development of science and technology, medicine has gradually improved. In recent years, sternal lift, riboplasty, and other treatments with severe trauma such as truncation and resection have been selected. Thoracoscopic-assisted NUSS operation has gradually gained more favor. Compared with the operation without thoracoscopy, the operation is simple, the patient has fewer complications, and the quick recovery is worthy of recognition. In addition, the patient's thoracic bone integrity is well preserved, and the surgical safety is also high [5]. Based on the analysis of the results of this study, patients undergoing thoracoscopic treatment only need three incisions of 2 to 3 cm, which greatly reduces the amount of bleeding, and effectively reduces the probability of damage to the patient's abdominal tissues and cardiovascular blood vessels. Short incisions also help patients recover better, and patients with better postoperative conditions can get out of bed the next day, which also reduces the probability of complications. In short, patients undergoing thoracoscopic-assisted NUSS operation have shorter operating time, bleeding volum and discharge time, as well as fewer complications. And there is significant differences between the conservation group and the control group (P<0.05).

In conclusion, the patients with congenital pectus excavatum can choose thoracoscopic-assisted NUSS operation for treatment. The operation time is short, bleeding is less, hospitalization time is short, and the incidence of complications is low. It is worth popularizing.

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Previous Studies on the Theoretical Development of Reduplication

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Abstract: From a morphological point of view, reduplication is a word-formation process in which meaning is expressed by repeating all or part of a word. But from a phonological viewpoint, reduplication is a phenomenon involving phonological identity between the “reduplicant” and the “base” to which it adjoins. This article reviews the previous studies on reduplication, which involves prosodic morphology approach, and morphological doubling approach.
Keywords: reduplication; prosodic morphology; morphological doubling theory

1.INTRODUCTION

The author’s previous article A Review of the Theoretical Studies on Reduplication makes an introduction to the basic concepts of reduplication and outline a general picture of the theoretical development in the research of reduplication. In this article, it explains that reduplication can be perceived from two viewpoints: morphological and phonological point of view. Reduplication is a kind of affixation. Grammatically, it is a functional repetition of an element or a part of it. And phonologically, “the reduplicant is the string of segments that is the phonological realization of some reduplicative morpheme RED, which is phonologically empty.”Segmental and prosodic identity of the reduplicant and the base is obvious in the case of total reduplication, which involves copying of a complete word.

2.PROSODIC MORPHOLOGY APPROACH

CV-templates were replaced by prosodic templates by McCarthy and Prince (1986, 1990), whose Prosodic Morphology Hypothesis says that “templates are defined in terms of authentic units of prosody: mora (μ), syllable (σ), foot (F), prosodic word (W), and so on (1990).” In Agta, the reduplicative template is a heavy syllable σμμ. McCarthy and Prince argued that all other aspects of the reduplicant’s make-up (the presence of an onset, obligatory coda to satisfy syllable weight, etc.) follow from universal principles as well as language-specific principles of well-formedness.

For example, since coda consonants make weight in Agta, the second mora in the template is satisfied by associating a consonant to it:

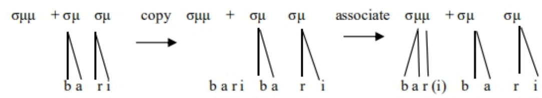

Figure 1 Model of Prosodic Morphology Approach

This classical theory of reduplicative templates includes other prosodic categories, such as the “core syllable” σμ (Sanskrit), the disyllabic foot (Diyari), and PrWd (Indonesian). Prosodic Morphology combines the insights of prosody with OT to study how prosodic structures impinge on the templatic morphology of reduplication (McCarthy and Prince).

It inherits the affixational and phonological copying hypotheses from Marantz (1982) in light of positing an abstract reduplicative morpheme REDSFX (RED= Suffix) in the input. RED is unspecified for intrinsic phonemic content, but relies on base copying for its output realization. The skeletal template is composed of the authentic prosodic units of mora, syllable, foot and prosodic word, and the placement of affix is determined by the alignment of morphological and prosodic constituents.

In all prosodic morphological phenomena, prosodic constraints are claimed to dominate morphological constraints. Prosodic Morphology approach makes an advancement in defining the phonological shape of reduplicant by restricting the template to legitimate prosodic units and employing the interaction of a templatic constraint with faithfulness and markedness constraints in the framework of OT, thereby, it eliminates the potential pathological orderings of Cs and Vs. But this approach is not devoid of problems, for instance, Raimy (2000) shows this mechanism will produce NoCoda effect in word internal positions, all syllables in reduplicant would be of the structure CV, hence, unnatural reduplication patterns are still possible with this approach.

3. MORPHOLOGICAL DOUBLING APPROACH

An alternative approach to reduplication is Morphological Doubling proposed in Inkelas and Zoll (2005), which departs from the phonological copying hypothesis, and claims the driving force of reduplication is morphosemantic identity, whose concomitant effect may result in phonological identity.

Morphological Doubling proposes independent inputs for base and reduplicant, and each input defines a distinct phonological domain. (Figure 2) displays a basic model of this theory.

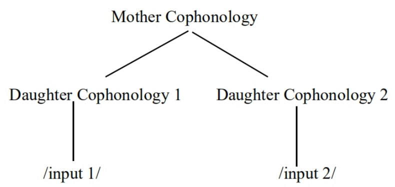

Figure 2 Reduplication Construction

The two components of reduplication construction are called daughters, they are associated with separate cophonologies, whose outputs constitute the input to mother cophonology of the whole reduplication construction. Cophonologies potentially differ from each other by allowing different constraint hierarchies, therefore, this approach accommodates a wide variety of phonological discrepancies between base and reduplicant, and predicts morphologically conditioned phonology in mother reduplication construction.

Morpheme orderings play an essential role in Morphological Doubling to explain the phonological phenomena in reduplication, in particular with regard to backcopying. Besides, constraint rankings in correlation with morphological branchings posit a potentially infinite set of cophonologies within a single grammar. And the theme of morphosemantic identity between the daughter components regardless of their phonological shapes tends to blur the boundary between coordinate compounding and reduplication.

From the reduplication specific Identity Constraint to the affixation hypothesis, up to the more recent Morphological Doubling theory, it is increasingly realized that morphology plays a significant role in determining the phonological properties of reduplication. In light of the phonological representation of the reduplicative morpheme, prosody has taken an active part in deciding the extent of melody copying. Albeit pathological representations are still predictable with these models, they have enriched to a great extent our knowledge about the interaction of reduplication with phonological processes as well as the interface between morphology and phonology.

4. OPTIMALITY THEORY APPROACH

Optimality Theory (OT) is a theory of the human language capacity. It turns markedness statements into the actual substance of grammars. The OT grammar is an input-output mechanism that pairs an output form to an input form. To accomplish this function, the grammar contains a division of labour between a component which maps the input onto an infinit set of candidate output forms, and another component that is burdened with evaluating the candidate output forms by a set of ranked constraints, and selecting the optimal output among these. OT has become an influential and powerful standard to explain and examine the reduplication of language. It is demonstrated that a central idea of Optimality Theory is that the optimal output form arises from competition of markedness constraints and faithfulness constraints. Markedness constraints require that output forms match certain segmental or prosodic targets. Faithfulness constraints require that outputs be identical to their lexical inputs, each militating against some type of change: segment deletion, segment insertion, or featural changes.

The introduction to Optimality Theory (Prince & Smolensky, 1993) and its extension, Correspondence Theory (McCarthy & Prince, 1995) has led to significant interest in the study of prosodic morphology and reduplication in particular. The central idea of this theory is that surface forms of language reflect resolutions of conflicts between competing demands or constraints. The theory is surface-based in the sense that well-formedness constraints evaluate surface forms only — no structural conditions are placed on lexical forms. And all constraints pertaining to some types of structure are evaluated within a single hierarchy. By which we can make a scientific and reasonable analysis on the diverse reduplicative phenomena.

5.PREVIOUS STUDIES ON CHINESE REDUPLICATION

Reduplication has received much attention in the studies of Standard Chinese, reduplicational patterns, their functions, stress, and tones are described in great details. This part demonstrates the previous studies on Chinese reduplication from many aspects. Such as the syntactic descriptions in Chao (1968) and Zhu (1982), an overview of the autosegmental account in Yip (1980) and the lexical phonology and morphology accounts in Packard (1998) and Xu (2001).

The different patterns and tone change of Standard Chinese (SC) reduplication have been studied under the framework of Optimality Theory. In its formal analysis, this study proposes a set of specific constraints which are correctly ranked to account for both the different patterns and tone change of Standard Chinese reduplication and demonstrate how and why the OT treatment reflects the language typology and the dynamic situation with one particular language, Standard Chinese. An important finding emerging from this study is that Chinese reduplication is connected with the morphological process.

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Exploration on Practical Teaching of Foreign Correspondence

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Abstract: The concept of a Community of Shared Future for Mankind has gradually entered into thousands of households, and foreign trade in China has gradually developed better with more perfect development and more mature foreign trade barriers. In the face of foreign correspondence teaching, colleges and universities are also facing new development and opportunities. As a key subject in economy and trade, foreign correspondence is lack of practicality in the traditional teaching process. After students enter into the post, they are not easy to handle with the problems, and it is difficult for them to match to a more ideal post, which can not meet the actual needs of the society. The author analyzes the current situation of practical teaching of foreign correspondence, and explores the measures to improve the practical teaching of foreign correspondence.
Keywords: Foreign correspondence; Practical teaching; Improvement measures

INTRODUCTION

One of the important professional courses for Business English majors is foreign correspondence, which is a practical course. Excellent teaching process of foreign correspondence can cultivate compound and applied talents with strong business communication ability. The most ideal teaching effect is that students have a strong psychological endurance and professionalism, and have professional quality, and can give consideration to the ability of analyze and solve the problems, interpersonal communication, organization and coordination.

1. CURRENT SITUATION OF PRACTICAL TEACHING OF FOREIGN CORRESPONDENCE

The practical teaching of foreign correspondence is relatively left in the traditional education, and more attention is paid to ideological teaching. There are some deviations in teaching and practical application in the whole teaching line, which may be caused by the lack of teaching environment, poor practical teaching means, and weak teaching team. The lack of teaching environment is mainly due to the fact that students are relatively exposed to more theoretical knowledge when they are taught in the course of foreign correspondence. In fact, they do not effectively convert these knowledge, so that students understand the surface of knowledge but do not build a frame of knowledge content in the brain. In actual positions, the efficiency of knowledge conversion is low. Colleges and universities lack a practical teaching environment when cultivating students, and students do not have the opportunity to contact the practical teaching of foreign correspondence, do not really observe the scene of foreign trade, which makes the theoretical teaching not combined with practice and lacks practical knowledge. Practical teaching means are also important. Some college teachers have a single form of teaching, and the knowledge of textbooks and teaching courseware is the main tools for knowledge. They don't combine textbook knowledge with modern practical trade, and can't help students to obtain more diversified knowledge. Students can only focus on textbook knowledge when they study, and they don't think from the perspective of practical application, so their practice degree is low. The weak faculty is that there are fewer professional teachers of foreign correspondence in colleges and universities. They do not understand the actual process of modern foreign correspondence, and they are not familiar with foreign correspondence, so it is difficult to teach more practical content in teaching.

2. MEASURES TO IMPROVE PRACTICAL TEACHING OF FOREIGN CORRESPONDENCE

2.1 To carry out case-based teaching

Foreign correspondence, as the core synthesis, can cultivate students' writing ability and professional comprehensive ability. Therefore, the improvement of the teaching practice can be carried out from the case teaching, which combines the actual work content with the teaching knowledge closely, and organizes the teaching with real cases, so as to make the depth and effective combination of teaching and work. The instructor first needs to conduct research in foreign trade companies, determine the learning objectives of the course through effective exploration, and analyze the actual positions and tasks to obtain professional needs; then clarify the process of the work tasks, extract the learning situation from the specific work cases; finally integrate various knowledge into the case and start teaching. Fresh and real cases are placed in front of the students, and all the knowledge is in them. The students can effectively improve their practical ability in the face of such reality. Sufficient time to start thinking can encourage students to grasp the details, flexibly deal with foreign letters, and improve their job skills. At the same time, teachers can take the students to participate in practical learning in foreign trade enterprises with the help of winter and summer vacations, so as to obtain more latest foreign trade business information, keep a long-term contact with the graduates who have participated in the internship, and get more vivid cases to supplement the teaching content.

2.2 To implement project-based teaching

The development of current enterprises has been gradually becoming project-oriented and task-oriented. The teaching model can also be developed in this way. Means such as school-enterprise cooperation have made the traditional teacher's irrigation teaching model improved. It is necessary to design various teaching content as a starting point for the professional ability of the post. Projects are used as a carrier to implement teaching, and each project includes hierarchical sub-projects. For example, the design of a foreign correspondence project includes three processes: early business negotiation, intermediate contract signing, and later contract execution. After the students have a basic understanding of this project, the specific content is broken down into the establishment of business relationship, the process of enquiry and offer and counter-offer, and the signing of packaging insurance claims, etc., so that students can play their own roles in the entire process. In the teaching practice, teachers can advance layer by layer. For the first project-based teaching, one or two of them can be chose to be implemented, and the difficulty of the task can be gradually increased in the later period. Finally, students can accurately express various letters and their psychological endurance, autonomous learning ability, on-the-spot ability, and communication and cooperation ability can be improved. And they will be more appropriate in the face of the actual work.

2.3 To carry out team teaching

In the practice of foreign correspondence teaching, teachers can group students to represent buyers and sellers, carry out simulated business operations based on the actual background of the company, and write various business letters. This kind of teaching method can help students learn all kinds of knowledge from the actual process, promote exchanges and communication between students, and then cultivate students' professional ethics and sentiment. Teachers should do a good job of enlightening and guiding students to participate in discussions. Sellers need to pay more attention to bringing products into the market and attract customers, while buyers need to start from their own needs and participate in the lowest price purchases. Students complete various tasks through teamwork, independent exploration, information collection, independent communication and improvement, and then present their results in the form of small exhibitions and trade fairs. After the exchange, an analysis meeting will be launched to screen out the target customers, formulate the negotiation plan and strategy, and then simulate the negotiation. And students master negotiation strategies and skills, learn to persist and yield, and finally complete the negotiation. Letters are needed for later contract signing, packaging modification, shipping notice, claim settlement, etc. Teachers also need to guide students to organize regular meetings to explore existing problems and solutions. The whole team teaching emphasizes the division of labor and cooperation, and encourages students to be familiar with all aspects, understand the context of the letter, and then combine knowledge, language and practice.

3. CONCLUSION

The practical teaching of foreign correspondence is important. In recent years, the teaching is gradually close to the reality, but it still shows some limitations. The strategy of practical teaching can be carried out from team teaching, project teaching and case teaching. Case teaching can help students understand the actual environment; project teaching can strengthen students' understanding ability and help students improve themselves in specific projects; team teaching can help students understand the whole process of foreign correspondence, and cultivate students' ability to find, analyze and solve problems.

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The Chinese cultural context of Communicative Language Teaching

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Abstract: It is now broadly accepted in most parts of the world that learning a foreign language is not simply mastering an object of academic study but is more appropriately on learning a means of communication. The CLT approach, is commonly accepted as a good western English teaching approach around the world. This essay discusses how to adapt CLT in the Chinese cultural context

Keywords: Chinese cultural context, Communicative Language Teaching

1.INTRODUCTION

It is now broadly accepted in most parts of the world that learning a foreign language is not simply mastering an object of academic study but is more appropriately on learning a means of communication. The CLT approach, which refers to the Communicative Language Teaching, is commonly accepted as a good western English teaching approach around the world. However, many teachers around the world are unsure about the appropriateness of the conditions prevalent in their classrooms [1] (Holliday, 1994b, 3).

Culture, which I am going to argue in this essay, a series of dynamic processes, including those involved in learning. The cultures of learning in the classroom are a part of culture. By the term ‘ culture of learning’, Cortazzi and Jin (1996,169) suggest, much behaviour in language classrooms is set within taken-for-granted frameworks of expectations, attitudes, values and beliefs about what constitutes good learning, about how to teach or learn, whether and how to ask questions, what textbooks are for, and how language teaching relates to broader issues of the nature and purpose of education.[2]

Concerning the culture of teaching imported from western countries and the culture of learning in the host countries, sometimes there may be a mismatch between them. In this essay, I am going to state the cultures of learning in China, the difficulities may encounter in using the CLT approach and a meeting house for the CLT approach and the Chinese culture of learning.

2.CULTURES OF LEARNING IN CHINA

2.1 The English education in China

Generally speaking, in China, English is generally taught in a ‘TESEP’ context, which means tertiary, secondary and primary. The characteristic features of this context are listed below: non-native speaker teachers large classes in public schools monolingual groups school-children with varying levels of motivation no opportunities to encounter the target language outside the classroom.

From a traditional point of view, in line with Jin and Cortazzi (1999a, 102), in China, the teacher and the textbook are seen as authoritative sources of knowledge: of grammar rules, of explanations of meanings, of what to learn. [3]This learning will take place through dedication and hard work, through close attention to texts and memorization of vocabulary. This is largely a transmission model of learning, which has a long cultural history in China. It has its roots in the teaching of Confucius and continues to be influential today. On the other hand, from a contemporary point of view, China has an exam-oriented education system. The direct motivation for most of the students is to pass all kinds of examinations. Under this circumstance, the whole English education is exam-oriented. The grammar-translation methodology is popularly used. The oral test is not designed in the exam syllabus, so there is no focus on oral teaching or practise consequently. Probably, this is a part of the reasons why the communication competency of the Chinese students is generally weak. Additionally, the verb ‘teach’ in Chinese is ‘jiao shu’, literally ‘ teach the book’. The English education is totally teacher-fronted and textbook-centred.

The Intensive English Reading course is the premier language course carried out at all stages of English learning from school to university. In the university, the nearest goal for the students is to pass the National Band-four Examination for Non-English majors. Some students, if they are capable, will pass the more advanced Band-six. The syllabus is set by the Ministry of Education of the Chinese government. The textbook is chosen by the individual university. Normally, students take one three-hour such class per week. A listening comprehension English course is given for 3 hours every other week. While such limited class time may be just enough to help students understand how the language works, it does not allow them to practice using it. Based on the research from Cortazzi and Jin [2], the English Intensive Reading course is not designed primarily to improve reading comprehension. Rather, using the text as a base, students learn grammar and vocabulary through teacher exposition and practice exercises.

3.THE DIFFICULTIES OF THE APLICATION OF CLT

It cannot be denied that the communicative approach originates within the BANA camp [1]. Originated and developed in different cultural and economic milieux, the CLT approach may face resistance or even rejection in China.

It is common that the new technologies are often meeting with apparent indifference, lack of participation, or even downright hostility. It is possible because the new technology does not match the cultures of learning that students bring with them. To put it in another way, major difficulties are attributed to the negative aspects of the students' approaches to learning. Based on the culture of learning, which I stated before, the main difficulties in the Chinese cultural context can be stated as following:

As a kind of TESEP profession, the English language teaching here is unavoidably influenced and constrained by wilder educational, institutional, and community forces. For example, the exam-oriented educational systems generate the promotion and salary systems for teachers, and the evaluation systems for the schools and universities, and the entrance opportunities to schools and universities for students. Therefore, the exams mean a lot to teachers, universities and schools, and students. In such a context, a lot of exam-oriented English teaching and learning methods become popular and attractive to both the teachers and students. These methods can possibly meet the short-term needs of the students to pass a particular exam, but do no good to the longer-term objectives of learning a language. The exams focus on grammar, vocabulary and translation, which affect the feasibility of the CLT approach significantly. Additionally, such a kind of exam cannot test the language competence of the students scientifically. However, considering the current situation in China, the exam-oriented education system cannot be changed in a short time.

According to Holliday, an English teacher behaves not only according to the needs of language teaching, but also according to the norms set by other subjects. For example, there maybe peer pressure against a teacher introducing group work into her or his classroom, on the grounds students will carry new expectations into other subject classrooms which their teachers might find disruptive. [1]The roles of the other teachers in the classroom are always lecturer, which may affect the role of the English teachers considerably. Additionally, the expectations from students and parents cannot be ignored. It is quite obvious that, in China, what the students and parents want to see most is a high grade in the exam. They do not care the learning process and they care about the result very much. This kind of expectations put a lot of pressures on the English teachers. As a result of these pressures, they spend a lot of time on the exam techniques in their class, even in the Intensive English reading class I mentioned before. A lot of skills and knowledge in English are missed under these circumstances. And this is one of the impediments of adopting the CLT approach.

Based on the analysis, the ' lock-step' style of teaching denied the students any opportunity to use the language

for a purpose (so that mistakes matter)

in real time (not where someone waits for the right answer)

to express their own attitudes, feelings, emotions, fears, etc. (not what someone else tells them to say).

4.A MEETING HOUSE

To adopt the CLT approach, which originated from the 'BANA' countries, in the Chinese culture context is not an easy job; it concerns the technology transfer between two parts of the English teaching profession. However, Holliday [1] has suggested that the CLT approach contains potentials for culture-sensitive, which can be enhanced and developed to suit any social situation surrounding any TESEP classroom. On the other hand, according to the survey done by Littlewood, the Chinese students probably have the inherent intention to accept the CLT approach, if the exam and institutional influences can be removed properly. There should be a meetinghouse for this. The English teachers in China should do something to modify the CLT approach to accommodate the cultural situation in China.

Regarding the culture of learning in China, there are a number of things we can do to adopt the CLT approach effectively.

Use group work

The teachers in China do not promote group work; one of the reasons is that it takes the risk of learning the errors from the others. Holliday [1] suggested that students work in groups or pairs to solve the language problems. They do not have to speak English all the time, they can use their mother tongue. This can be a much more manageable approach in monolingual large classes. Additionally, according to the characteristic of Chinese students, it is possible for the teachers to use group work in China, because they have inherent will to use it. Even though the student number is very big, it is still feasible to use group work. Teachers can give the instructions of the required work on the handouts, which can make the situation in a large classroom easy to control. They can use their authority to make the group work fruitfully. Furthermore, if the class time is not enough, students can be required to do their group work out of the class and give the report to the teacher or the whole class either in the written form or in the spoken form. Students communicate with each other is a quite important element in the CLT approach.

Having conversation class

The conversation class should be designed to allow the teacher more flexibility and an opportunity to offer more attention to students. The teacher can use movies and music as content to teach the students. The students can be allowed to talk any topic, which interests them in the class. They do not have to use the textbook. And there may be no final exam for it. This class is supposed to be interesting and without any pressure. This class should provide students opportunities to know the target county cultures in an interesting way. The students are encouraged to speak in English in this class. The topic can be derived from the content they have been provided. Probably, such a class can provide students the target culture and, more importantly, raise the motivation of the students.

Grammar-translation can be taught communicatively. English language can be learnt communicatively through grammar-translation. Hollidaycontended that the choice of content could depend on many things, from the needs, interests, expectations and experience of the students, to the requirements of other parties who hold stakes in what happens in the classroom. [4]

5.CONCLUTION

To adopt the CLT approach in China is not easy, since it involves many changing and unstable cultural factors. The authority government, the school and university, the teachers and students should co-operate very well for this adopotion. The elaboration of adapting the CLT approach into the Chinese cultural context is based on the theory so far. Many thoughts and ideas need to be tested in future teaching practice.

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A Discussion Based on An Microcosmic Observation of English Class

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Abstract: This essay is based on one classroom observation of a General English class. It introduces the general situation about the class that includes three parts. The teaching context and the content of the textbook are introduced in the first part. The second part focuses on the communicative warm-up. The third part concerns with the content of the class such as the comprehensible input, modified output, the teaching aids used, the group work, open-pair work, the ways of checking answers and the method of listening practice.

Keywords: classroom observation, teaching aids, groupwork

1.INTRODUCTION

The classroom, as the term is used for learners to learn their target language, has been defined as 'the gathering, for a given period of time, of two or more persons (one of whom generally assumes the role of instructor) for the purpose of language learning'[1] (Van Lier 1988:47). Teachers, as instructors of classrooms, play a vitally important role. They are different from tapes or textbooks, because teachers are ideally placed to provide comprehensible input since they know the students in front of them and can react appropriately to them.

2. ABOUT THE CLASS

2.1 Teaching context and the content of the textbook

The class observed was a General English class based totally on a textbook designed for the First Certificate of Cambridge English and published by the British Council. The class was designed in this way probably because there were four students in the class who wanted to take that examination and that book is likely to be the most authentic book. Regarding the linguistic content, this book provides suitable grammar, vocabulary, writing and listening tasks for their level. Furthermore, it is commonly accepted that language is a part of culture, and that it plays a very important role in it. Brown describes the two as follows: "A language is a part of a culture and a culture is a part of language; the two are intricately interwoven so that one cannot separate the two without losing the significance of either language or culture." [2] So, it is likely quite reasonable to learn a target language based on its culture. However, international students pay a higher price to study here instead of their home countries, which, to some extent, can show their enthusiasm for British culture, therefore, this book could be the best for them.

2.2 Communicative warm-up

The teacher began her class with greetings to everyone. Additionally, she had a natural conversation with a relatively new student. They talked about the student's family, study purpose and some personal experiences. In my view, it could be seen as a communicative warm-up that emphasized the communicative nature and the long-term goal of English class. To begin a class like this instead of a review of the language items practised in the previous lesson is quite beneficial. Just as Davies and Pearse have written that taking all the natural opportunities to use English for communication in the classroom can remind the learners of the main goal of the course.[3] Moreover, creating additional opportunities can send stronger messages.

2.3 The content of the class

The main topic of the class observed was about house swapping and was furthered by the relevant grammatical error correction and listening practice all of which will be introduced in the following paragraphs with different emphasises. For example, the comprehensible input, modified output, the teaching aids, and the group work, pair-work, ways of checking answers and so on.

2.3.1 The comprehensible input, modified output

There were several typical houses from the different periods of British history with excellent visual pictures. One of the aims of this class was to introduce the features of different houses to students with roughly tuned grammar and vocabulary. Each type house has its own special name. For example, cottage, terraced house, and bungalow and so on .The teacher explained the unique features of each type and the new vocabulary was introduced in this context. During this process, comprehensible input was given to the students. For example:

S: "What's duplex?"

T: "It's a building divided into two homes, you see picture 3? One building, two homes."

S: "So, it's semi-detached."

T: "Yes, exactly, thank you!"

S: "According to the pictures, can I say bungalow is one building with one home; terraced house is one building with more than two homes?"

T: "Yes, totally correct, well done!"

In this conversation, we can see that the learning was taking place. The student showed the teacher something he needed to know. The teacher responded with comprehensible input, including stimuli and feedback. The teacher also provided visual picture, which was probably one of the reasons why it was called “comprehensible input”. Just as Ellis has argued in his book: “ Input is comprised of stimuli and feedback. With stimuli, the person is speaking to the learner models, specific linguistic forms and patterns which the learner internalizes by imitating them. Feedback takes the form of positive reinforcement or correction, depending on whether the learner’s output is perceived to be target-like.”[4] Furthermore, the teacher gave the student positive feedback and sustained the motivation by praise him in front of the whole class. This was a quite worth learning technique. Teachers should probably give their students motivation all the time. Concerning the taking place of the learning, the teacher’s behavior just proved Long and Swain’s arguments: “…especially in the second language classroom, it is necessary for the learner not only to understand the input, but to engage with it, to reshape it, and to produce output in response to it.” [5] An important point to note was that the vocabulary was presented in a context, not as isolated words. This kind of skill is quite helpful for students to learn new words. As Davies and Pearse has written: “An appropriate context helps learners begin to understand the use of the item as well as its basic meaning.”[3]

2.3.2 The teaching aids used

When the teacher was introducing the different types of houses, she introduced the different grammatical words. In order to explain them clearly, the teacher used the whiteboard as a teaching aid. Part of the contents is as following Table 1:

Table 1

modern—adjective	
detached---separate	
modernise---verb	semi-detached
modernisation---noun	to extend a
property	
	= to build a
extension	

From the table, it was quite clear that the teacher used the whiteboard tidily, legibly, structurally and effectively. There is one thing worth mentioning that the teacher’s handwriting was quite good. Obviously, the use of the whiteboard gave students a better chance to understand and remember the content and they could write it down if they need to. The teacher used the board to show how the word “modern” can be broken into analyzable parts and change into a verb and a noun with the important parts underlined. In the meantime, the whiteboard was used to write the definitions of the words “detached” and “extend”. During that class, the white board was used quite effectively. According to my observation, the whiteboard was checked periodically by the teacher to see if it was clear and organized which, in my view, is a very good habit. When there was new content coming, the teacher always removed the old one in time. Probably, this could make her students concentrate on the new content. When it was the time for students to listen to her carefully, the teacher always removed all the content on the white board, which can avoid students being distracted by the content on the whiteboard. Just as Doff has pointed out that the blackboard is one of the most useful of all visual aids-it is always available and can be used for various purposes without special preparation. For example, presenting new words, showing spelling, giving a model for handwriting, writing prompts for practice. [6]

2.3.3 The group work, open-pair work and the ways of checking answers

Following that activity, the students were arranged to do an error correction in the book. Students had to do that individually in a given time. After they finished the correction, it was the time for the whole class to check their answers. The way the teacher used was quite special. The teacher asked one student by his name. Then the student answered it and was ordered to ask another student the next question. All the questions were asked in this way. There were open pairs in the class. Quite a lot of simple conversations were done. Students were encouraged to ask the other students questions by their names. So if they did not know the name of the other students, they should ask them first. This was a task based on a little information gap. Contrary to expectations, this activity seemed to be just designed for a simple conversation between students. By which I mean they did not really come up with the final correct answers. However, I found the feedback from the students’ looking that they liked this activity, probably because it was democratic: everyone in the classroom had the opportunity to provide an answer, and nobody was forgotten. Then the whole class was divided into two groups. To avoid the speaking of the mother tongue, one Japanese student was asked to change her seat.

2.3.4 The listening practice

The last part of the class was a classroom listening activity. In order to make sure that students start with expectations, the teacher helped students to analyse the alternatives in the answer sheet. This kind of pre-listening work, on some levels, was a kind of examination technique. The content about the listening practice was about renting a flat that was quite relevant to the main topic of the whole class. In this respect, the previous tasks could be seen as a contribution of the pre-listening activity. This listening content was played twice until all the students in the class were satisfied with the correct answer undoubtedly. Followed this listening task, there was another listening task. Compared with the previous one, this one was a bit more difficult. It was very wise of the teacher to arrange her tasks in this way. Because according to what Davies and Pearse have written, it is best to give very simple tasks the first time the learner hear a recording, and increasingly difficult ones the second or third times. [3]

3. CONCLUSION

From the point of view of the student feedback, this is a very good class because the students showed their attention and interest on it. From the point of view of the teaching techniques, the teacher was a really experienced one. She used group work, pair work and all kinds of teaching aids that, to some extent, were very effective for the teaching effect. Moreover, she motivated her students in many ways throughout her class. She changed the atmosphere in the classroom by a competitive activity and made the students concentrate on the boring vocabulary studying. The teacher managed her class very well and practiced a number of well-used theories from my textbook. All of those made her the best English language teacher I personally have ever seen.

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How to Cultivate Productive skills in College English Class

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Abstract: As two basic language skills, speaking and writing, compared with reading and writing, involve language production are, therefore, often referred to as productive skills. This essay introduced several practical ways which can help cultivate productive skills in College English class.

Keywords: productive skills, College English class,

1. INTRODUCTION

As two basic language skills, speaking and writing, compared with reading and writing, involve language production are, therefore, often referred to as productive skills. Productive skills are about creating information and organizing information. So , stimulus, purpose and positive feedback have their own functions on particular stages of the language production. As the title of this essay has said: “There must be a stimulus to speak and write, a purpose for speaking and writing, and some kind of feedback on how successful the speaking and writing has been.” In the following paragraphs, the three aspects are explained and furthered specifically and with available options for each aspect.

2. HOW TO CULTIVATE PRODUCTIVE SKILLS

2.1 A stimulus to speak and write

To use a personal example, when I was learning English in classes, I often found there were some problems with my classmates and I. Most of the time, we were reluctant to give opinions, especially, when we felt we have noting to say. In fact, there must be something we can say on that particular topic which was buried deeply in our memories. They just need something to stimulate them and make them come out. In other words, we need the ideas of how to start the creativity of ideas, so techniques used to stimulate ideas are indispensable and helpful in language teaching process. In my view, teachers should use some effective methods to stimulate students’ interests and imaginations so that the memories on the particular topic can be provoked and come out naturally. This kind of stimulus can be some informational or linguistic input, which can stimulate students’ imaginations and help them to develop their ideas and even select their words. A recent study shows thatComprehensible input in the written modality is quite effective.” [1] The input can be, for example, a controversial topic in the textbook, an interesting picture, and contemporary phenomena in the society or a meaningful movie. Students can imitate the stimulus by form or function, then make their own contents grow out of the stimulus. As Harmer has said: “Students are greatly helped by being exposed to examples of writing and speaking which show certain conventions for them to draw upon.” [2]. The stimulus can also be some provoking questions which can be followed by answers from students and can give them the general idea of the target topic or can be a very good instruction and so on.

2.2 A purpose for speaking and writing

Regarding the purpose for speaking and writing, in essence, is the expression of ideas, the conveying of ideas to the audiences. However, sometimes it is also necessary for students to pay some attention to formal aspects. The more important thing is that teachers should really bear the following things in minds. Do they really teach speaking and writing, or just use speaking and writing as a means to teach some other aspects of the language? Second, if they do focus on speaking and writing themselves. Does the writing focus on content, organization or spelling, punctuation? Does the speaking focus on accuracy or fluency? As far as I am concerned, “purpose” is a very big concept. However, if we put it in a school or institutional setting, it is “unfortunately sometimes little more than to exercise or demonstrate certain language skills, or- in some EFL contexts – to reinforce the learning of the language itself.” [3] Compared with reading and listening, they are likely to be two kinds of output or practise. They can let learners practice their existing knowledge and, in the mean time, let learners know their errors so that add the quantity of their input. We may all agree that there is a gap between what learners want to express and what the learners can express, the accuracy and the fluency included. The main purpose for speaking and writing is to reduce the gap as little as possible. This is a step-by-step process. Teachers need to ensure “There is a purpose to the task (that it has some outcome) and students are aware of this, we should also remember that students who are not used to speaking or writing spontaneously need to be helped to cultivate such habits. Teachers should not expect instant fluency and creativity; instead they should build up students confidence ‘bit by bit’, giving them restricted tasks first before prompting them to be more and more spontaneous later.”[2] According Harmer’s words, if we think in detail, every single class should have its own purpose, whatever grammar, vocabulary, the organization, the content of the article or even the genres and styles of different articles, we can learn and practice them by speaking or writing. So, in my view, teachers should give each of their speaking or writing class a specific purpose and make sure all their students know it clearly at the same time, then day after day the structures of the target language of students can be built up more and more perfect.

3. PRACTICAL OPTIONS

There are a lot of options to teachers of speaking and writing in providing stimulus. However, different stimuli work differently and have their own different advantages and disadvantages. So, in my view, teachers should choose different stimuli according to their different purposes, which they are going to aim at. There are some options as following:

3.1Texts as stimuli, aim at the accurate form of the target language.

It is quite evident that, sometimes, some texts can be very good teachers for students to imitate and develop their productive skills. During this process, texts play a role as stimulus. According the words of Harmer: “A lot of language production work grows out of texts that students see or hear. A controversial reading passage may be the springboard for discussion, or for a written riposte in letterform. Listening to a tape or disk in which a speaker tells a dramatic story may provide the necessary stimulus for students to tell their own stories, or it maybe the basis for a written account of the narrative.” [2]. The purpose of this option could be on the sense of from which prompts students to search for the most appropriate way in which to present their ideas. The given texts can provide an excellent model for students to imitate and, moreover, they can tap into their own experiences. As White and Arndt have said: “One of the most common motives for writing is to share personal experiences.” [3] This method can provide powerful motivation to find the right words and expressions to express such experiences.

3.2 Questions as stimuli, aim for the communicative abilities of the students and contents of their writings.

Questions, as the basis of dialogue and of problem solving, are important stimuli to students. Teachers should ask students interesting and relevant questions, which can yield meaningful answers and a communication between teachers and their students. The communication is immediate and often exciting, and may not only stimulate students but also motivate students to come up with more fresh ideas. Using questions can stimulate a lot of open-ended discussions or even debates among students, which can make a very successful class.

3.3 Role –play as stimulus which is followed by discussion and writing, aim for the content and organization of the writing and fluency of the speaking.

Role-play is used to let learners perform as if they are in real situations and force them to think, speak or even behave the real things. This can be used to mentally force students come up with contextual ideas which is helpful for students to create their writings logically and reasonably, because the role-play, on some levels, is likely to be students’ real experiences. Teachers can give students some lines about the role-play, or give students the chance to create lines by themselves. Then let students perform it whether in groups, pairs or in front of the whole class. Then discuss it with their own opinions, which means they can exchange their ideas. Finally, the whole class begin to write their articles individually. This kind of stimulus is quite good for inhibited students because it can release the pressure of exposure and can be funny which is a kind of motivation for students to generate new ideas and speak without the fear of making mistakes.

3.4 Comments

When students have finished their language production, they always expect some comments from the teacher whom they always believe in. Concerning the options to comment, Hammer has said that: “Commenting on student performance happens at various stages both in and outside the class. Thus we may say good, or nod approvingly, and these comments (or actions) are a clear sign of a positive assessment.” [2]. We can see that comments are not necessarily words all the times, especially during the speaking practices. Comments could be a approving nod, a satisfied smile, a facial expression or even a surprised eye looking all of which can give students assessments and even motivate students a lot. However, comments should really demonstrate a teacher’s attention and real opinion from which students can not only get motivation but also can really get some constructive suggestion which they can benefit a lot from. This kind of method might be applied in feedback for both speaking and writing.

3.5 Marks and grades

Marks and grades are good measurements for students to know how successful their writing and speaking has been from which they can tell their levels from the given grades clearly. “When students are graded on their work, they are always keen to know what grades they have achieved. Awarding a mark of 9/10 for a piece of writing or giving a B+ assessment for a speaking activity are clear indicators that students have done well.” [2] Giving marks and grades is a good way to show the achievement of the students, which can give students evidences that they might have achieved the goal they have always wanted. As Jeremy harmer has said: “One of the advantages of production activities is that they provide evidence for students and their teachers to assess how well things are going. The freer the task the greater the chance of seeing how successful a language-learning programme has been.” [2] Marks and grades can't only be applied in writing practise but can be used to oral practise as well. When students finish their speaking, if they can get marks or grades from the teacher, they will know their own abilities well and even feel satisfied. The marks and grades from teachers can tell students their current levels. Moreover, in the mean time, students can compare their own marks and grades with each other, which is also a good way for them to get motivation and can generate a competitive studying environment in classrooms.

4. CONCLUSIONS

To sum up, the creativity of ideas is of crucial importance to the productive tasks as an initiating process. So, stimuli used to stimulate ideas are indispensable and helpful in language teaching process. As productive skills, speaking and writing are two kinds of outputs. They can raise the input if they are conducted with a proper purpose and in a proper way. The purpose could be the form or function of the language. Language learning is a long-term thing and a step-by-step process. So, whoever for the learner or the teacher, they must have a specific purpose each time when they start their learning/teaching. It might be better for students to learn productive skills in an interactional context, so teachers should provide feedback for students' performance. One of the most important functions is to give students motivation to keep them making progress, which can be helpful for them to learn more and better.

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Constructing the “self” and the “other”:A Corpus-assisted Critical Discourse Analysis of Joe Biden’s Campaign Speech

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Abstract:From a critical discourse analysis perspective and with the corpus technique, this research, through analyzing keywords and concordance lines, investigates the construction of the “self ” and the “other” in Joe Biden’s campaign speech in the 2020 Presidential election. Reyes’s legitimization theory is used to examine the group polarization of Us versus Them dichotomy. This study reveals that Biden employs different discursive strategies to frame a positive “self” image and a negative “other” image. Biden uses more positive terminology to talk about himself and his policies, and negative terminology to criticize the opponent’s policies, to involve the audience into the discourse and convince them in his arguments. This analysis gives an insight into the language techniques employed by politicians to legitimize themselves and delegitimize their opponent and thus win the elections.

Keywords: critical discourse analysis, corpus method, political discourse, legitimization theory, Joe Biden.

1.A CORPUS-ASSISTED CRITICAL DISCOURSE ANALYSIS OF JOE BIDEN’S CAMPAIGN SPEECH

In the fall of 2020, nothing attracts more attention of the international community than the US presidential election. How the presidential candidates express themselves in their speech is crucial to making an impression in the audience. In times of presidential elections, politicians communicate with and persuade the audience, which can influence voters’ mindset and their final choices. The present study carries out a corpus-assisted critical discourse analysis of the 53 political speeches delivered by Joe Biden during the campaign, in order to investigate the construction of the “self” and “other” image in his speech.

2.LITERATURE REVIEW

Political discourse aims to influence the group perception in a preferred way. The language used by politicians plays a vital role in gaining power and dominance and changing the way people think, which intends to reach consensus among people on the ideology of political actors, so as to win people’s support in the form of voting during the election. Political discourses carry powerful and coded meanings, which can influence individual beliefs and the collective ideologies, thus inevitably affect the formation of public policies and organizational practices[1]. These coded meanings and messages can be evaluated through linguistic analysis. One of the best methods is critical discourse analysis (CDA).

2.1 Critical Discourse Analysis

Discourse is a social practice which is shaped by social world and can shape social practice (Fairclough, 1992). CDA aims to enhance the critical thinking of readers, to raise their awareness of the subtle relationship between discourse and social world as well as the relationship between language use and the exercise of social power (Dai & Chen, 2004). An important function of CDA is to “denaturalize” the ideological factors and power relations that have been “naturalized”, such as prejudice, bias, discrimination, dominance, inequality and so on.

2.2 Legitimization theory

CDA concerns the dialectical relationship between social system and social behavior which must be connected with other theories. Politicians often employs different strategies to legitimize themselves and delegitimize their opponent, thus a binary conceptualization has been established, positive “us” versus negative “them” (Van Dijk, 1997). Reyes (2011) formulates five different legitimization strategies used in the political speeches, including legitimization through emotions, legitimization through a hypothetical future, legitimization through rationality, voices of expertise, and altruism. In order to interpret Biden’s speech in-depth, this study employs the legitimization theory proposed by Reyes (2011).

3.DATA AND METHOD

The 53 campaign speeches of Joe Biden were retrieved from the video-transcription website www. rev. com/. 2020 election transcripts / html, with a population of 17,903 words. This study employs the corpus-assisted method, through the analysis of keywords, collocation, concordance, etc., to explore the speech act and discursive practice of the Joe Biden’s campaign speech[2]. This study utilizes Antconc 3.5.8.0. as research tool to generate keywords list, conducts concordance, and searches for co-occurrence for semantic prosody analysis.

4.FINDINGS AND DISCUSSIONS

4.1The recurrent themes of biden's campaign speech

Keywords list in corpus helps identify the themes of discourse. The rationale for keywords extraction is that in a corpus of similar topics, the word distribution is relatively concentrated around certain topics which have a high frequency of word repetition. Therefore, an investigation on the keywords list in Biden's campaign speech allows us to discover the key themes of his campaign. This study takes COCA as the reference corpus to generate keywords list and found that the following keywords and topics are focused in Biden's campaign speech[3]. For the purpose of this study, the top 50 are selected for analysis (functional words excluded).

Table 1

The top 50 keywords in the corpus of Joe Biden's speech

Part of speech	Keywords
Pronouns	We (us, our), he (they, their), you (your), I (my, me)
Nouns	Donald Trump, president, folk(s), America, country, job(s), Covid, pandemic, people, virus, nation, families, lives, health care, plan, states, Scranton, workers, Delaware, justice, crisis, kids, business, vaccine, communities, medicare, mask, tax(es), protect, Fauci, economy.
verbs	Vote, build, care, said, lost, pay, promise.
Adjectives and others	Million/billion(s), affordable, back, every, will, better, white.

These keywords reflect the recurrent themes and help distinguish the theme characteristics of Biden's campaign speech. Firstly, among the top 50 high-frequency subject headings, there are 18 words related to health care, including Covid, pandemic, virus, families, lives, health care, plan, crisis, vaccine, mask, protect, Fauci, care, pay, lost, million/billions, affordable, which manifests that Biden's speeches are highly concentrated on the health care theme. Secondly, there are 14 words related to solidarity with all American people, including pronouns we, our, us, folks, America, country, people, nation, states, justice, kids, communities, every, white, which shows Joe Biden's empathy towards all Americans and his solidarity with the whole nation. Thirdly, there are several words related to economy building, such as better, back, economy, tax, jobs, workers, business.

4.2 Discourse strategies analysis

This study enters two word lists, the "other" image word list including Donald Trump he, him, his, and the 'self' image word list including I, my, me, we, us, our, you, your, then this study adds covid, coronavirus, pandemic, corona, virus as context words, to search the co-occurrence of the COVID-19-related terms and Donald Trump-related v.s. Biden-related terms. In this way, this study tries to figure out the linguistic strategies when Biden mentioned Trump and himself in the Covid-19 topic in order to uncover Biden's discourse strategies in constructing the "self-other" image. In addition, this study analyzes the strategies of legitimization and delegitimization he applies to acclaim himself and attack his opponent Trump.

Legitimization through emotions

Legitimization is displayed through emotions, particularly fear, which is often developed by a process of demonization of the enemy, and the process linguistically realized by negative attributes and actions (Reyes, 2011, p. 86). There are 167 concordances in total, and after a detailed examination, this study found that Biden delegitimizes Trump by arguing him as a trouble-maker, incapable and too weak to solve the Covid-19 crisis. Through constructing Trump as an incompetent candidate, Biden appeals to voters' fear of covid-19, gives voters the impression that if Trump continued his term, all Americans would live in fear and insecurity, and such condition must be changed by Biden[4].

4.3 Legitimization through rationality

There are 231 concordances in total, and through searching the terms I, my, us, this study found that while stating that Trump is the one who creates problems, Biden constructs himself as a problem-solver. Biden states that he is aware of the existing problems and offers himself as a rational solution to the crisis-solving, thus legitimizing himself through rationality. At the same time, he moulds himself and all American people as victims of Trump's mishandling of Covid-19 and who can unite together to solve the crisis. In this way, the "in-group" solidarity between Biden and American people is constructed.

4.4 Legitimization through a hypothetical future

After searching the co-occurrence of conditional marker if and Trump-as well as Biden-related items in the corpus, this study obtained 123 concordances, and found that Biden makes positive expectations about the future that he intends to create, and negative about the future that Trump would create. There are 56 cases show the negative consequences if Trump is elected, thus delegitimizes Trump by stating that Trump would only stir more violence, intensify social insecurity and multiply racial tension. By contrast, the 57 concordances related with Biden's future presidency are positively presented, legitimizing himself as a civilian, pro-union President who treats all Americans equal with respect.

4.5 Legitimization through altruism

Altruism is displayed by speakers when they present themselves as people who care, serve others and do things for the common good, which are not guided by their own personal interests (Reyes, 2011, p. 787).

Through searching the keyword care in the corpus, 116 concordances are obtained, which shows that Biden touches upon the character aspect and tries to distinguish himself from Trump that he is the natural gift for leading for he loves and cares for the nation. He runs for president, not because of any selfish desire to gain power but simply, because he wants to heal the nation and restore the soul of the America. Expressions like "care about everybody" "the Affordable Care Act" "it's the duty of President to care for everyone" are employed in Biden's speech with high frequency.

6.CONCLUSION

Through a corpus-assisted critical discourse analysis, this paper explores how politicians exercise power through discourse, that is, by constructing social realities and manufacturing consensus, and analyzes how politicians employ language to affect people's thinking and behaviors through ideology. This study found that Biden employs linguistic strategies to present himself in a positive, and his opponent Trump in a negative manner, thus making a clear distinction between "us" as the best option at the elections and "them" as a bad option or no option at all. However, this paper also has some limitations that can be improved in future studies, which can try to make comparison between Trump and Biden's speech. In this way, the discursive differences of these two candidates can be perceived in a more straightforward way, which may help the critical analysis of their political discourse.

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Analysis on Influencing Factors of the Development of Air Volleyball

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Abstract: With the characteristics of popularization, popularization and light sports, air volleyball is a national fitness project which integrates fitness, leisure, entertainment, social and so on. This paper analyzes the characteristics and influencing factors of air volleyball through the methods of literature, logic analysis and so on, so as to obtain the suggestions for the development of air volleyball.
Keywords: Effect of development of air volleybal

1.RESEARCH TECHNIQUE

1.1 Documentation

Based on the key words of "air volleyball" and "development status ", this paper refers to the full text database (CNKI) of Chinese periodicals, the materials and books related to air volleyball, as well as the relevant air volleyball information and media reports published in sports professional newspapers and periodicals.

1.2 analysis

This study uses logic, sociology and other related knowledge to analyze the main factors in the development of air exhaust movement, and analyzes and discusses the logical relationship between them.

2.CHARACTERISTICS AND INFLUENCING FACTORS OF AIR VOLLEYBALL IN CHINA

2.1Characteristics of Air Volleyball Sports

Air volleyball is a pure "made in China" mass volleyball sport invented by Jining Branch of Hohhot Railway Bureau in order to carry out sports activities for the elderly. Because the balloon itself is too light and explosive, People put the two balloons together and called them "air volleyball ". [1]Air volleyball is the fusion of volleyball and balloon, which is softer and lighter than volleyball. The composition of air volleyball in playing and scoring method is a simplified version of volleyball.

Air volleyball has the following characteristics :1. Safety characteristics. Large, lightweight, soft, Less harmful to the human body, Shouldn't cause psychological harm, Practitioners have confidence to practice; 2. is simple. Low technical requirements, Low threshold, Without foundation, It is also easy to join; 3. adaptability. Participation by gender, age and level; 4. diversity. Air volleyball is developed in various forms, 5. civilian characteristics. To develop air volleyball equipment and facilities, The net is cheap ,40 yuan a piece, The price of air volleyball is about 40-80 yuan; 6. air volleyball has the characteristic of light sports: the weight of the ball is 120-140 grams, Fully meeting the needs of mass fitness, Is one of the most typical national fitness program.

It can be seen that air volleyball has the characteristics of popularization, popularization and light sports. It is a national fitness project which integrates fitness, leisure, entertainment, social and so on. After more than 30 years of popularization and development, it has become an important project of national fitness in China and one of the indispensable sports items in public life.

2.2Influence Analysis on the Development of Air Volleyball

2.2.1Influence on National Fitness Campaign

The national competition led to the upsurge of air volleyball. The 13th National Games mass volleyball event was divided into two stages: preliminary competition and final. According to incomplete statistics, there are more than 152900 people participating in the preliminary competition in China, and 48546 trials at all levels and all kinds have been conducted, which fully embodies and practices the concept of "benefiting the people" in which the whole people participate . [2]Air volleyball as a kind of enjoyment of beauty, it belongs to the whole society members enjoy, air volleyball as a cultural form, set fitness, entertainment, leisure, aesthetic, inspirational, social and other functions in one. Because of its interesting and entertaining activities, the diversity of participants' goals is characterized by diversity. Participants can participate in many forms, such as individuals, families, free groups, social organizations, etc. The field facilities are simple, the movement technical request is simple, easy to use, is very suitable for people in the spare time sports, the economic investment is little, in today's people pursue the healthy idea, chooses the exercise item to consider two big factors, the time and the economy, the air volleyball own superiority just satisfies. Participants in the competition, division of labor and cooperation, fair competition, tenacious struggle. Through the competition to cultivate human norms and freedom, team spirit. In technology and rules is a simplified version of volleyball, can meet people's desire to participate in volleyball because volleyball is too high for physical fitness and technical requirements.

2.2.2Influence on China's Volleyball Strategy

Competitive volleyball and entertainment volleyball coexist to attract the public to participate in various forms of volleyball in leisure time, and through participation, experience to obtain happy enjoyment and health, is also the inevitable trend of the future development of volleyball. Under the influence of "women's volleyball spirit ", volleyball in our country is deeply loved by the masses of the people. Volleyball can not meet the requirements of high skill, difficulty, physical quality and skill level of the general public. The development of air volleyball in China enriches and meets the needs of Chinese people for volleyball. This kind of sport, which both men and women, young and old, can undoubtedly push volleyball to a popular level. The national volleyball also creates a good volleyball environment for competitive volleyball.

2.2.3The Compatibility of Techniques and Rules

()1.Technical and tactical implications

The inheritance and creativity of traditional volleyball techniques and tactics have stimulated the unique hands holding, one-handed fishing, supporting and so on in air volleyball, relaxed the technical requirements for participants to practice or play, reduced the main technical requirements for participants to participate in the competition, and shortened the training period from beginners to participants. There are more and more participants in air volleyball, and the needs of air volleyball at different ages are different. The middle and old people focus on fitness, entertainment and suitable sports load. The youth focus on competitive, interesting and sports load relative to high air volleyball. The national "Super Cup" air volleyball league, the "Old Man Cup ", the" Cross-Strait Cup "and various friendly exchange competitions, the exchanges between provinces and cities, mutual learning, is an important factor in improving and developing technical and tactical skills.

(2).Impact on rules

Air volleyball retains the characteristics of volleyball in the project. Therefore, the modification and perfection of the rules of air volleyball competition also fully absorb the characteristics of air volleyball, the influence and function of comprehensive factors, and follow the development law of air volleyball. Simple and easy to use, low technical requirements, various forms of sports characteristics and fun, entertainment, competitive is to promote the continuous improvement of its rules, corresponding to reduce the participants in the process of judgment, movement, batting difficulty. At the same time, the attack limit line of the front field area of 2 meters is set up.[3] The front field batting must have obvious height technique, all of which are legal batting, which can improve the different crowd to participate in the competition, enjoy the competition and increase its attack technique. With the promotion of air volleyball in China and the expansion of national competition scale, the age range of air volleyball participants has gradually become wider, the participation crowd has expanded, and the participation of different ages has different demand for air volleyball.

2.2.4The Influence of the Inheritance and Development of Volleyball

The older the world is, the more important it is to show a country's national culture, education level, spiritual outlook and development level on the international sports stage. In the 1980s, the Chinese women's volleyball team successively achieved "five consecutive championships" in the World Cup, the Olympic Games and the World Championships, and the spirit of winning honor for the country, not afraid of difficulties, and fighting together became the precious spiritual wealth of the Chinese people. At the 2016 Rio Olympic Games, the new women's volleyball team inherited and carried forward the spirit of the old women's volleyball team's indomitable struggle to win honor for the country. With the conviction of winning and never giving up, the Rio title of the women's volleyball team once again set off a craze of learning "women's volleyball spirit" in China. However, because volleyball requires high physical quality and personal skills of the participants, volleyball venues are mostly concentrated in colleges and universities and large gymnasiums, and there are few open venues for the public, limiting the participation of a large number of people. Air volleyball is more similar to volleyball in technique and rules, wide in age level, from youth to old age, and a kind of widening and innovation to the development of volleyball in our country in the new period.

2.2.5The Impact of Mass Participation in Fitness

According to the survey, since the development of air volleyball in Fujian, Guangxi, the public has participated in a wide and deep area, with a population of 5 million, which can be said to be a national fitness project that really affects public fitness life. As a member of the volleyball family —— the national standard air volleyball has similar characteristics and characteristics to the Gui standard air volleyball. Once developed, its audience and influence will have greater potential and wider future than Gui standard air volleyball. In the national efforts to excavate the national fitness program, for the public fitness, exercise to create conditions today, the popularization of air volleyball has a very practical significance. According to the survey, in Fujian, Guangxi, the first thing to think of in carrying out national fitness activities is air volleyball, because air volleyball is of interest, entertainment, fitness, civilian and popular. [4]It attracts fitness people with its unique charm and becomes a single show and vanguard of national fitness.

2.2.6Influence on Curriculum Setting in Colleges and Universities

The development of volleyball in colleges and universities in China is not optimistic. Students' level is relatively low, it is difficult to organize ornamental competitions, who often appears in the actual teaching who serves who scores, the inheritance of volleyball will have a breakthrough ," pass, pad, buckle, hair, block "five technical movements are basically consistent with volleyball, plus air volleyball unique" hold, support "makes air volleyball easier to learn, more characteristic, higher safety than volleyball, reduce students' sense of rejection and fear of volleyball. Air volleyball elective courses have been offered in Fujian, Shandong, Henan, Jiangxi, Hunan and other colleges and universities. At present, air volleyball has not entered the curriculum of colleges and universities in Guangxi. Colleges and universities are the base for training sports talents. The vitality of a sport needs more people, especially teenagers, to develop. Otherwise, it will only fade out with time. Therefore, let the majority of young people through participation in air volleyball, enjoy the joy of sports, is the best way to develop sports.

2.2.7The Influence of Sports

As the air volleyball market continues to widen, the implementation of "sports tourism ", such as the Guangxi Guilin Air Volleyball Invitational Competition is open to the whole country, the registration fee is collected in the form of 960 yuan five-day competition plus tourism ," sports culture" project, the air volleyball originated from volleyball belongs to the group project, volleyball has a very high status in the minds of the people, patriotic, honorary, not afraid of difficulties, tenacious struggle, through the air volleyball media people through various forms of communication activities such as competition, The training of team cooperation and the restriction of rules in the competition can also promote self-binding in society, cultivate and improve the social moral cultivation of participation, promote sports culture, form benign and bad and then new forms of sports media, sports insurance and so on.

2.2.8 Major Volleyball Strategic Factors

With the development of competitive volleyball and entertainment volleyball ," big volleyball "means that more people choose various forms of volleyball in their leisure time and experience happiness and enjoy beauty. This is the development of volleyball line with the times. High-level professional volleyball, commercial volleyball and mass volleyball are also the inevitable trend of volleyball development in the future. In Guangxi, it is the trend of the times to develop air volleyball while adhering to the development of Gui Biao is of great various forms of air volleyball can be used by us, which is of great practical significance to promote the development of national fitness and realize the strategic goal of China's big volleyball.

2.2.9 Course setting factors

The carrier of curriculum knowledge culture. The setting of air volleyball course is an important factor in the scientific study and planning of the three-base study of air volleyball. It affects whether the air volleyball is standardized or not.[5] Through the course, it can train the professional knowledge talents, train the coaches, referees and athletes needed to develop the air volleyball, and make it a spark and a fire in the society.

3.EPILOGUE

From the analysis of the characteristics and influencing factors of air volleyball, air volleyball is its own characteristics, the threshold is low, the improvement is fast, the masses are easy to accept, easy to learn, and carry out convenient national fitness sports, which is suitable for people of different ages and genders. This study aims at the current development factors of air volleyball, and provides theoretical and practical help to promote the sustainable development of air volleyball.

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Practical Implementation of Flipped Classroom in College English Teaching

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Abstract: At present, the trend of globalization is posing a severe challengetocollege English education and teaching in China. How to cultivate practical English talents who can listen, read, and use is not only related to the quality of employment in the industry, but also more important to good integration with international standards and long-term, sustainable development of high-quality international cooperation. Nowadays, the information age provides a favorable opportunity for modern college English teaching in our country. The traditional one-way teaching model has long been unable to adapt to the task of teaching. The "flipped classroom" takes advantage of the trend, and shows high value in terms of college students' English learning and overall individualized development. Based on the introduction of the "flipped classroom" model, this article focuses on the current situation of college English teaching, and discusses the practical implementation of the "flipped classroom" model in college English teaching in the future so as to provide some reference for the education.

Keywords: Flipped Classroom; College English Teaching; Practical Implementation

INTRODUCTION

In recent years, with the rapid development of the entire Chinese economy and the continuous advancement of the global economic integration wave, the development of the entire society in my country has put forward higher requirements for the comprehensive English quality of college students. Practice has proved that the single model of "teacher transmission and student acceptance"used in college English teaching has hindered the development of students' English skills to a certain extent, and it is not a scientific way to cultivate practical talents. "Flipped classroom", as a product of a new type of education and teaching innovation in the information age, can guide students to give full play to their initiative in the teaching process through substitution, and fundamentally stimulate students' ability to use language. As a typical innovation teaching mode,"flipped classroom"has been highly valued in recent years [1].

1. A BRIEF DESCRIPTION OF "FLIPPED CLASSROOM"

"Flipped classroom" originated in the United States and can also be called an upside-down classroom. Teachers need to use advanced information technology methods, such as micro-classes, to record instructional videos, and publish them on the teaching platform to provide students with advance learning and mutual discussion; Self-learning, digesting a part of knowledge, and forming insights about this part of knowledge through self-understanding, and then voluntarily participating in the corresponding online test to achieve the purpose of deepening memory and understanding, and promoting the absorption and comprehension of knowledge points; at the same time, the doubts and difficulties in the learning process can form important tasks, and they can be discussed independently with teachers and other students in the normal classroom teaching process. The reason why this new type of teaching mode is called "flipped classroom" is that a large amount of new knowledge which was often dealt with in classroom by teachers in the past is now flipped over to students learning ability and their mutual communication and cooperation. It can be said that the "flipped classroom" model is currently a very popular and relatively scientific teaching model.

2. FEASIBILITY ANALYSIS OF "FLIPPED CLASSROOM" MODEL USED IN COLLEGE ENGLISH TEACHING IN CHINA

(1) Related issues generally faced by college English teaching in China

College education belongs to the category of higher education, and it should show distinctive features different from elementary education. In particular, more attention should be paid to innovation and change. Especially for college English, a language subject with a high degree of practical application, its teaching should pay more attention to application and practical operation. However, current college English teaching is prone to improve students' adaptability to test-oriented education, such as passing four or six levels, IELTS, TOEFL, GRE, etc., many of which are extremely tough and most of the attention is devoted to the study of a certain examination question over the years, as well as striving to "pass the test" and "high score" by setting up special topics. This obviously deviates from the original intention of college English teaching. One point worthy of great attention is that many students "reading"and"writing" abilities far exceed "listening" and "speaking", and a vivid language subject has become "dumb English". In essence, English is the same as other language disciplines. It is by no means acquired well by simply memorizing words and phrases, but requires continuous training in a rich language environment and a wide range of applications. However, many students often have high scores in each test and must pass every test in the English learning stage of college, but they are unable to meet the practical requirements as they step into working period with needs of using English.

(2)Advantages of the “flipped classroom” model

In order to truly mobilize students' enthusiasm for participating in English learning, “flipped classroom” advocates “learning first and then teaching”. First of all, students are passively encouraged to take the initiative in the learning process. If they do not carry out autonomous learning in advance, it will be difficult to integrate into the later teaching process. Naturally, they will appear out of place in the classroom communication process, or it will be difficult to understand the teaching content. Secondary, the passive promotion gradually guides students to actively participate. Habits become natural, and the same is true for the learning process and even the active exploration process. When students gain something through independent learning, they will definitely increase their recognition of themselves and increase their learning confidence. At the same time, the difficult questions raised by the teachers will be the most impressed after answering questions in class [2]. Finally, it provides opportunities for students to collaborate and learn. The process of autonomous learning gives students a good opportunity to communicate with each other. During this period, students can not only answer questions for others based on their own insights on the knowledge points and improve their own understanding of the knowledge points, but also exercise Spoken English. In addition, the effective combination of self-study in the early stage and classroom communication in the later stage, “dumb English” can also be effectively avoided in the later classroom teaching and communication.

3. WAYS TO PROMOTE THE IMPLEMENTATION OF THE “FLIPPED CLASSROOM” MODEL IN COLLEGE ENGLISH TEACHING

(1) Scientific control of teaching video

The production quality of instructional videos is fundamentally related to the initiative of students learning. Generally speaking, a certain time buffer transition should be set between each important knowledge point in the instructional video， so it is very important to have the length of videos under control. According to research, the maximum time of human attention is generally within 15 minutes, so the length of an instructional video should be within 15 minutes. This also requires teachers to pay attention to certain skills when arranging the knowledge points, either record each knowledge point separately in a video clip, or to arrange closely related knowledge points into the same video and cleverly transit and connect them in related languages. This is needed to be considered before video production. From a detailed point of view, although it is a teaching video, teachers can also use today's rich software functions to achieve video optimization, such as focusing on key points and difficulties, using certain annotations to emphasize and explain, such as when the knowledge points are explained, summarize each knowledge point with bullet points [3]. In addition, in the video, language emphasis and body movements are applied to remind students that this part is the most important and difficult point. They should be marked in the textbook and take notes. These aspects will help promote students to develop good active learning ability.

(2) High attention to the use of teaching language arts

The soul of the “flipped classroom” modellies not only in its innovative teaching process, but also in its flexible teaching ideas. Compared with traditional teaching methods, teachers no longer stand on a platform far away from students and use a single and duplicate language to impart knowledge to students. Instead, they first change the teacher-student relationship in teaching ideologically, which is reflected in the details of every teaching behavior. Therefore, the characteristics of the teaching language displayed by the “flipped classroom” model are more distinct. On the one hand, from the perspective of teaching videos, teachers are more focusing on searching for heuristic questions, introductory sentences, inter language, etc., promoting students by setting up questions, finding topics that are highly relevant and closely related to students’ daily practice to actively explore, guide and link the teaching content with one's own practice, which is very important for enhancing understanding [5]. On the other hand, in the later classroom teaching process, teachers should be able to answer questions, and solve puzzles while summarizing, and providing supplements and deeper guidance for the students' autonomous learning process in the early stage. Therefore, by encouraging and assenting the value of their self-study， teachers are able to provide them with a more effective independent learning path.

(3)Application of a variety of pre-class teaching resources

The era of information technology has given college English teaching more possibilities, the most direct manifestation of which is the unprecedented richness of teaching resources. In terms of form, students no longer rely solely on books during the active learning process before class, but can use vivid and colorful audio, video and other forms to truly “listen” and “see”, providing a good atmosphere for English learning; In terms of when teachers search for pre-class teaching resources, there are more channels. Whether it is a simple search engine such as Google, Baidu, Sougou, or major academic forums, Weibo, they can search with certain keywords to provide support for teaching work. It is worth noting that for the vivid and flexible course of English, only application can exert its charm, and the contact and understanding of foreign cultural background will in turn affect the teaching effect. Based on this, teachers should look for links to the corresponding cultural background for specific knowledge points, so as to deepen students' understanding. Developing the students' interest in foreign cultures in the above-mentioned form can involuntarily promote students' independent access and active exploration, thus forming a virtuous circle of active learning.

(4) Focusing on cultivating students' exploration and sharing ability

Compared with other elementary stages (junior high school, senior school, high school), the most essential feature of college English learning is that students need to pay more attention to practical application in the learning process. The practical application link is mainly reflected in the communication and sharing between students, whether in class or after class. For example, in terms of speed reading, many students have difficulty grasping the skills and can only translate word by word, which makes it difficult to meet the teaching requirements of the course. Students can communicate with each other before class to discuss their speed reading skills, such as grasping key words and marking them in time, to achieve the purpose of strengthening memory, or paying attention to practice browsing skills in normal times, and emphasizing transition for reading adjacent lines, and then in the process of reading comprehension, trying to change the three-phase translation mode of "word-Chinese-meaning", and replacing it with phrase and large-section translation mode [6]. All of these can be learned without doubt in the process of daily active exploration and sharing. In addition to the process of autonomous exploration and communication, teachers can play an important role in guiding students to a positive and scientific learning method and promptly correcting improprieties.

4.SUMMARY

The “flipped classroom” model has emerged with the development of social economy and the continuous advancement of higher education reforms. It is an inevitable choice for cultivating high-quality talents in the new era. In this article, firstly the author describes the "flipped classroom" model briefly. Then, based on the feasibility of the "flipped classroom" model for college English teaching in China, attention has been focused on the related problems commonly faced by college English teaching in China, as well as analyzing the advantages of practical implementation of the “classroom” model in two aspects. Finally, aiming at how to promote the application of the “flipped classroom” model in college English teaching, a scientific control teaching video is put forward, with a high degree of attention to the use of teaching language art, application of a variety of pre-class teaching resources, as well as the cultivation of students’ exploration and sharing abilities, in order to provide a certain reference for the development of higher education in China in the new era.

ACKNOWLEDGEMENT

A grant from Shaoxing Higher Education Classroom Reform Project (Research on College English Flipped Classroom Model Based on We-Media Platform, No.SXSKG2018038)

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Analysis on the Development Dilemma and Path of Chinese Sports Characteristic Towns

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Abstract:The construction of towns with sports characteristics is not only an important carrier to boost the urbanization construction in the context of the new urbanization era, but also an important support to boost the national fitness cause in the context of the Healthy China strategy, and an important measure to boost the development of sports industry in the context of the supply-side structural reform.This study will use the method of literature, comparative analysis and mathematical statistics to explain the definition of towns with sports characteristics, and it is found that there are dilemmas such as limited development planning and design, excessive homogeneity of projects, serious tendency of real estate.In view of the above dilemmas, the following suggestions are put forward: optimizing the top-level design and clarifying the development plan;Relying on high-quality resources and highlighting the characteristics of the project;Innovate operation management and grasp the development path of consumption orientation.

Keywords: sports characteristic town;development dilemma;development path

INTRODUCTION

With the vigorous development of sports characteristic town construction in western countries, relevant departments and local governments in China have successively issued guiding documents and local policies for sports characteristic town construction.In May 2017, the General Office of the General Administration of Sport of China issued the Notice on Promoting the Construction of Towns with Sports and Leisure Characteristics, which proposed to support a number of towns with sports and leisure characteristics, with sports as the core, with industrial agglomeration and integration, livable ecological environment, strong cultural atmosphere, and benefiting people's health [1].With the issuance of relevant policies, towns with sports characteristics have mushroomed all over China, and attracted wide attention from scholars from all walks of life.At present, a total of 581 results have been searched on CNKI with the theme of "towns with sports characteristics", and the number has increased significantly year by year.Towns with sports characteristics are the inevitable result of conforming to the development of The Times and shoulder the important mission of all-round economic and social development.Therefore, at the present stage, it is necessary to clarify the existing dilemmas of China's towns with sports characteristics and put forward the corresponding development path, hoping to provide certain guidance and reference for the sustainable and healthy development of China's towns with sports characteristics.

1.DEFINITION OF SPORTS CHARACTERISTIC TOWN

At present, there is no consensus on the appellation of towns with sports characteristics in China.In terms of appellation, there are four appellations: "sports town", "town with sports characteristics", "town with sports health characteristics" and "town with sports and leisure characteristics".As sports characteristic town is an important part of characteristic town, the word "characteristic town" should be reflected as much as possible in the title. In addition, sports can better reflect the richness of its connotation compared with sports leisure, which is a high generalization of towns with sports leisure, sports competition and sports industry as the core content [2].Therefore, on the basis of consulting a large number of documents, this paper is more inclined to the appellation of "sports characteristic town".

In terms of concept, although there are some differences in the expression of the concept of towns with sports characteristics across China, the connotation of the concept is basically the same.Sports characteristic town is a specific spatial area, sports industrial base and national fitness service platform with sports industry as the core, integrating education, culture, tourism, health, pension and other related industries, gathering innovative resources and then transforming them into innovative achievements [3].

2.DEVELOPMENT DILEMMA OF SPORTS CHARACTERISTIC TOWNS IN CHINA

2.1Limitations of development planning and design

At present, although sports characteristic towns are a hot topic in China, their construction is still immature in China, and there are still various problems, so they can only rely on the successful experience of western countries or the experience of early construction in China to grope for progress. In fact, not all the experiences can be applied to all sports characteristic towns, which shows that the planning and design of sports characteristic towns in China are relatively limited, and their theoretical and practical level needs to be further strengthened.

2.2Project homogeneity is rampant

In recent years, while the number of towns with sports characteristics has greatly increased, there have also been many problems of "blindly following the trend and mechanically copying", which leads to the proliferation of homogenization of projects. Even some towns with sports characteristics blindly pursue the richness of sports projects, but ignore the local characteristic resources. For example, the construction of leisure sports characteristic towns should have relied on local natural resources and tourism resources, so as to carry out suitable project contents. However, from the current point of view, the existing leisure sports characteristic towns have great similarities in their construction contents, mainly focusing on common football, marathon, outdoor sports and other projects, and most sports characteristic towns have not yet formed their own distinctive leading projects.

2.3The tendency to turn into real estate is serious

Undoubtedly, capital is a key factor in the construction process of sports characteristic towns.Coupled with the particularity of sports characteristic town construction, it will inevitably involve land-related issues.After the General Administration of Sport of China issued a pilot list of 96 towns with sports characteristics in May 2017, many real estate developers, attracted by the policy dividend, have shown a strong interest in the construction of towns with sports characteristics, thus some real estate development in the name of building towns with sports characteristics has emerged.The construction of towns with sports characteristics should not become the means for real estate developers to enclosure the land for development, which deviates from the original intention of the construction and does not conform to the national positioning and requirements of towns with sports characteristics.

3.DEVELOPMENT PATH OF SPORTS CHARACTERISTIC TOWNS IN CHINA

3.1Optimizing the top-level design and clarifying the development plan

The sports industry is the core power of the healthy development of the towns with sports characteristics, and the efficient allocation of resources and the deep integration of the market should be realized, so as to further promote the sustainable development of the towns with sports characteristics.To achieve this goal, we must optimize the top-level design and clarify the development plan [4].The investment, construction and operation of towns with sports characteristics is a huge and complicated project. We should pay attention to the leading role of the preliminary master plan, and strive to drive the relevant planning to achieve mutual connection with the local urban and rural, land, environmental protection and other planning, so as to achieve overall consideration and present a clear blueprint for development.

3.2Relying on high-quality resources and highlighting the characteristics of the project

At the initial stage of construction, towns with sports characteristics should clarify the resource endowment of their development projects, give full play to the unique advantages of their own ecological resources and humanistic resources, and then select the project content with corresponding basis as the core industry, extend and extensively expand related industries, so as to form their own unique development quality[5].For example, according to its rich environment and human resources, the western region of China can focus on the local national traditional sports, which can not only highlight the characteristics of the project, but also carry on the benign inheritance and continuation of the national traditional culture.In addition, in the process of construction of towns with sports characteristics, differentiation and dislocation development should be carried out with the same type of towns with sports characteristics, and their own characteristics should be firmly grasped so as to achieve the long-term goal of sustainable development.

3.3Innovate operation management and grasp consumption orientation

At the present stage, the healthy development of towns with sports characteristics can not only rely on a single sports industry, but should take the sports industry as the pillar, gather a variety of related industries, so as to form a "sports +" industry circle.The key to the operation and management of towns with sports characteristics is to thoroughly carry out the concept of innovative development and actively implement "sports +". We should focus on the mode of "sports + tourism" and constantly innovate sports products and services.In addition, through cultivating diversified sports characteristic consumption chain, we can grasp the consumption orientation of people of different ages and levels, so as to realize the overall promotion and operation of sports characteristic towns.

4.CONCLUSION

With the development of the times, towns with sports characteristics came into being, and now they have gradually become the focus topic at present.Sports characteristic towns are not only an important bridge to promote national fitness, but also an important area to implement the new urbanization strategy.In recent years, all parts of China conscientiously implement the deployment of policies, and actively invest in the construction of towns with sports characteristics, which has achieved certain results, but due to the lack of experience there are also certain dilemmas.Therefore, at this stage, we must continue to improve the development path of sports characteristic towns, so as to realize the vigorous development of sports characteristic towns.

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Research on Developmental Mental Health Education of College Students

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Abstract: At present, with the continuous development of society, college students have more and more developmental psychological needs. Most of the problems that arise in the process of students' own growth are developmental problems. In order to properly solve these problems, college students should be given developmental mental health education to ensure that students can get effective coaching in all aspects of personality, study, and life. And then have a deeper understanding of oneself and society, and realize the continuous improvement of personal mental health.

Keywords: college students; developmental psychological problems; educational approaches

INTRODUCTION

At present, in order to realize the healthy growth of college students and effectively reduce the negative impact of psychological problems on college students, colleges and universities attach great importance to the education of college students' mental health. In the new era, society's requirements for talents continue to increase. In order to comply with the development of society and improve their own social competitiveness, college students' psychological pressures are increasing, and their developmental psychological needs are increasing. In the past, the corrective mental health education that helped students eliminate psychological barriers has been inconsistent with the actual needs of college students' mental health. In order to help college students effectively improve their mental health and have a clearer understanding of themselves and the society, colleges and universities should carry out developmental mental health education based on the development of students' personality and socialization.

1. INTRODUCTION TO DEVELOPMENTAL MENTAL HEALTH EDUCATION

Developmental mental health education can also be called developmental psychological counseling. Brocker is one of the representatives in this field. When he wrote the book Developmental Counseling, he mentioned that developmental psychological education is for all Individuals, this education aims to clarify the development tasks of each individual at each stage, and propose strategies for individual problems. In order to enable individuals to successfully complete each stage of tasks, the education usually focuses on intellectual development and potential development, experience application, prevention of psychological conflicts, etc. For developmental psychological counseling, some domestic scholars point out that it is: combining the characteristics of individual physical and mental development, formulating corresponding psychological education strategies, aiming to solve the individual's psychological contradictions at various stages, and help them complete their own psychological development tasks at various stages, so as to fully develop potential, have a clearer understanding of oneself and society, make up for the defects of personality, and achieve good personal development. "

It can be seen that developmental mental health education is very important for college students. In order to realize the efficient development of students' potential and the continuous improvement of personality, colleges and universities should fully implement the education work.

The main function of current mental health education for students is to achieve correction, prevention and development. The correction function is to help students solve the psychological and behavioral problems that have appeared; the prevention function is to counsel students who may have psychological and behavioral problems; the development function is to guide each student to be optimistic and to eliminate negative psychological effects. The realization of the first two functions generally requires the help of professional psychological counselors, while the main body of the implementation of developmental mental health education is relatively broad. Through developmental mental health education, it is extremely beneficial for students to overcome psychological problems. Through this education, students can not only acquire more mental health knowledge, but also strengthen the ability to bear frustration and treat psychological problems in a scientific manner. Of course, this education needs to be highly valued, but other related mental health education cannot be ignored either. Any kind of mental health education is very important to students, and the cooperation of all kinds of education can achieve better educational results.

2.COMMON DEVELOPMENTAL PSYCHOLOGICAL PROBLEMS OF COLLEGE STUDENTS

Difficulties in university adaptation. After freshmen enter the university, due to changes in the environment, living habits, and eating habits, many adaptability problems may arise, which in turn may cause psychological problems, which are not conducive to student learning and development. It is normal for freshmen to have short-term confusion and maladjustment. However, if the problem persists for a long time or is too strong, once it is stimulated, it is easy to have psychological obstacles, which will greatly affect their future development. It takes at least a few months for a student to go from "being lost and not adapting to university life" to "getting out of the predicament and gradually adapting", and some may even take a year or longer. Therefore, it is very necessary to strengthen developmental mental health education during this period, grasp the critical period of freshmen enrollment, strengthen education and guidance, and help students adapt to university life.

(2) Social fear issues. It is mainly manifested by excessive or unreasonable fear of certain objective things or situations from the outside world, and these fears appear repeatedly. After entering the university, many students have social problems to varying degrees. Students with social phobia usually try to avoid things that make them fearful. Even if they have not escaped, they will face them with fear, it has a huge negative impact on their normal life.

(3) Depression problems. Whether it is natural disasters or man-made disasters, or mental stress, people will have depression when they encounter any of them. For college students, more and more college students are plagued by depression due to the fierce social competition, ambitious self-realization goals, difficult choices for employment and further education, and emotional entanglements in love and friendship. Some students have thoughts of committing suicide due to excessive depression, which has serious negative impact on the healthy and stable development of students, schools and society.

(4) Staged problems. The developmental problems encountered by students at different stages and grades will be different. To sum up, the psychological problems encountered by freshmen generally include learning, classmate interactions, professional interests and other adaptive problems; the psychological problems of sophomores usually include emotions, learning, and interpersonal communication; the psychological problems of juniors usually include emotions, ability training, and self-development; the psychological problems of seniors usually include emotions, career choices, and other aspects.

3.THE PRACTICAL SIGNIFICANCE OF STRENGTHENING DEVELOPMENTAL MENTAL HEALTH EDUCATION OF COLLEGE STUDENTS

(1) It is the key to helping college students adapt to socialization. Students in different grades of universities will face different psychological puzzles. This is actually a normal psychological need, and it is also common need in college students. According to related surveys, most schools in China regard psychological adaptation and development as the content of psychological counseling practice. Students in all grades will have psychological problems. Although the types of problems are different, the core is developmental psychological problems. Developmental psychological needs are common in the growth of students, and such problems cannot be directly regarded as "mental disorders". It is understandable that this issue has a great impact on college students. Whether it is study, interpersonal, employment, etc., the impact cannot be ignored. Therefore, doing relevant counseling can enable students to continuously improve their psychology, effectively solve problems at various stages, and have a clearer understanding of themselves, thereby enhancing social adaptability and achieving their own good development.

(2) It is an effective means and method for college students to achieve full development. The full development of college students is based on psychological quality. Only college students with perfect personality and mental health can better enrich scientific and cultural knowledge and improve ideological and moral quality. Therefore, to strengthen psychological quality, improve personality, and achieve individual development, developmental mental health education should be implemented to contribute to the future development of college students.

(3) It is an important channel for the reform and strengthening of ideological and political education. Through related research, it is pointed out that although most students have a positive and healthy outlook on feelings, study, and career choices, some students still have problems with their concepts. On the surface, these are ideological problems, but in fact they are psychological problems. Some students' problems are a combination of ideological and psychological problems. However, if the solution to these problems is only ideological and political education, only part of the problem can be solved, and the root problem cannot be solved. The effective solution of psychological problems can help students to correctly understand themselves and society, form positive psychological qualities, and then be able to correctly handle all aspects of problems, form correct outlook on world, life, and values. The effect of ideological and political education will be significantly improved.

4.THE MAIN WAYS TO STRENGTHEN DEVELOPMENTAL MENTAL HEALTH EDUCATION OF COLLEGE STUDENTS

(1) Popularizing mental health knowledge through psychology elective courses and related lectures. Psychology elective courses and lectures have the characteristics of universality and practicality.

Through this approach, college students can be guided to correctly recognize mental health problems, so that they understand that if they want to grow up healthy, they must have a healthy mental state. Channels and methods for improving the degree of mental health can also be incorporated into the education, so that college students can not only cultivate their psychological qualities through education, but also form good characters. Psychological phenomena can also be analyzed in the education process, so that college students can clearly recognize the causes and specific manifestations of psychological problems, so as to correctly treat psychological problems and find effective ways to improve them. It is worth noting that in this process, teaching can be conducted through teacher-student interaction to strengthen the classroom experience of teachers and students. Lectures and elective courses should be carried out in accordance with the actual growth of students, and the problems and confusions that may appear in different grades and at different times should be popularized in advance, so that students can correctly deal with the problems that arise.

(2) Organically permeating mental health education in subject teaching. Mental health resources are quite rich in the subject itself and teaching process, which are conducive to the improvement of students' psychological quality. The organic integration of mental health knowledge in professional courses, public elective courses, philosophy and social sciences, especially ideological and political theory courses, is extremely beneficial to the optimization of students' interpersonal relationships, the regulation of negative emotions, and the improvement of their aesthetic level. Therefore, it is imperative to incorporate mental health education into professional education, which can not only enable students to acquire professional knowledge in the process of education, but also effectively improve their psychological quality. In this process, special attention should be paid to the infiltration method. It should not be too deliberate. It should be flexible to ensure that it will not affect the imparting of subject knowledge and is acceptable to students. Educational methods and content should be constantly changing, and new educational forms should be actively introduced to better promote classroom effectiveness.

(3) Integrating mental health education into ideological and political education. It is necessary to guide students to maintain a positive psychology in the daily ideological and political education process, organize various forms of campus cultural activities and social practice activities, continuously improve the psychological quality of college students, and lay a good foundation for their future development. Create a good educational atmosphere so that college students can communicate on the ideological and emotional level during the participation in various activities to achieve common development. Combining solving psychological problems with solving ideological problems and solving practical problems can make it possible to efficiently solve all aspects of students'problems, reduce the huge pressure from study, life, employment, etc., so as to get better development in society.

(4) Establishing a support system from the social level to provide strong support for developmental mental health education. The psychological problems faced by students are not only study aspects, family, social and other aspects will affect their psychology. Once any problem occurs in any aspect, mental health education will be greatly affected. Therefore, to improve the effectiveness of mental health education, the establishment of a social support system is very necessary. Educators should strengthen the connection between colleges, families, and society, form home-school cooperation, school-site alliances, and efficiently integrate various resources to pave the way for developmental mental health education and promote the healthy growth of college students.

(5) Establishing a professional education team to lay a solid foundation for mental health education. Constructing a professional, stable and high-quality mental health education team is extremely beneficial to the development of education. At present, the mental health education team of colleges and universities is generally composed of psychology professionals at school mental health education institutions, counselors, and class teachers . Most of them are part-time and counselors occupy the majority. In the team of counselors, there are even a few who come from psychology majors. Most of them lack professional mental health knowledge, and it is difficult for them to carry out professional psychological counseling and psychological correction. However, they can engage in developmental mental health education, provided that they must be trained. A student worker should have a clear understanding of the causes of college students' psychological problems and the ways to solve them. Therefore, it is extremely important for schools to carry out systematic training of student workers. Through training, they can use psychological knowledge to gain insights into students' problems and help students solve common problems.

In summary, developmental mental health education is very important at the university stage and has a huge impact on the future development of college students. Doing this education well will help college students improve their psychological quality, help them understand themselves more clearly, improve their personalities, and thus better adapt to the society. At the same time, it can also train and bring up more outstanding professionals for the society.

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The Dilemma and Breakthrough of Student Management under the Great Ideological and Political Situation

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Abstract: To cultivate contemporary talents who can undertake the task of national rejuvenation, is not only the value goal of ideological and political work in colleges and universities, but also the natural destination of student management. In the new era, in order to implement the basic task of Great Ideological and Political Education in colleges and universities, it is fundamental to construct the pattern of ideological and political education. For student management, “Great Ideological and Political Education” means both challenges and opportunities. We must deepen the understanding of our own connotation, correctly understand the difficulties caused by various contradictions between the increasingly needs of students and our own work, and explore our own countermeasures and breakthrough strategies, so as to strongly support the fundamental task of implementing moral education in colleges and universities.
Keywords: Great Ideological and Political Education; Student management; Dilemma; Breakthrough

INTRODUCTION

Since the 18th National Congress of the Communist Party of China, the education in Colleges and universities is facing “unprecedented changes”. General Secretary Xi Jinping pointed out that the fundamental issue of education is “what kind of people to cultivate, how to cultivate people, and for whom to cultivate people”. The answers to the above questions are severely and urgently needed in colleges and universities. The comprehensive reform of “three-wide education” and the long-term mechanism of “seven-educations” have been effectively studied theoretically and practically. In essence, they both emphasize Great Ideological and Political Education and constructing a great ideological and political pattern. Thought is the forerunner of action. Without revolutionary theory, there will be no revolutionary action. When dealing with the challenge of the “great ideological and political” trend, a priority of student management work is to deeply understand the concept of “Great Ideological and Political Education”, re-examine and deeply comprehend the connotation of their own work, correctly understand the difficulties caused by various contradictions between the increasingly needs of students and our own work, and explore our own countermeasures and breakthrough strategies, so as to strongly support the fundamental task of implementing moral education in colleges and universities.

I. Deepening the connotation of student management under the great ideological and political situation

Although “Great Ideological and Political Education” has become a common proposition in the ideological and political work in colleges and universities, most teachers are still in the state of " knowing neither what it is nor its reason". In the new era, the ideological and political education is to cultivate new talents who can undertake the task of national rejuvenation, who are qualified builders and reliable successors of socialist construction. The current research reveals that, the exploration of “Great Ideological and Political Education” in colleges and universities is mostly empirical description, lack of in-depth theoretical revelation, and has not formed a clear and unified definition of “Great Ideological and Political Education”. However, in terms of its basic characteristics, a consensus was made in practice: the “Great Ideological and Political Education” should be comprehensive and interactive. Comprehensiveness is the reflection of “the whole staff, the whole process and all aspects”. A joint force should be formed in colleges and universities, so as to improve the effectiveness of education. Interactivity is to emphasize the participation of students. The cultivation without the emphasis of people will lose its fundamental significance. Only by profoundly grasping the characteristics of “Great Ideological and Political Education”, can student management re-examine its own connotation in a more grand and profound vision.

Under the concept of “Great Ideological and Political Education”, the student management must be clear about its essence, which is to be transformed to “governance”, “guidance” and “service”.

Management and governance are quite different from each other. Whether from the angel of school development or that of the students growth, in the work of student management, the understanding of “management” must be deepen, the research and exploration of governance must be accelerated, so as to construct the governance system of students work, and to improve the governance ability of students work. Governance is the “Negation” of management, that is, governance is a more optimized, benign, diversified and multi-angle management.

In order to cultivate new talents who can take on the responsibility of national rejuvenation, the top priority is to train students’ ability of self-management, self-development and self-responsibility. Consequently, the work of student management is no longer the unilateral management of “leadership, organization and control” which ignored the students’ subjectivity and role in the past, but must be the interaction of stimulating students’ subjective consciousness and wisdom under the concept of “joint discussion, joint construction and sharing”.

Governance emphasizes the students’ self-development, instead of following their own inclination, but putting more energy in improving their own “leading” ability. Student management partially takes the function of the ideological and political education, whose starting point is the objective and value leading. Therefore, student management must focus on students’ ideological and political education, and their value leading. Based on the governance system, political, moral, cultural and behavioral leadership will be achieved. Otherwise, the great virtue of the country cannot be established, the social morality cannot be achieved, and the personal morality cannot be improved. In this way, the moral education will also vanish.

The original connotation of governance is service. In order to transform student management to student governance, our working concept should be changed, transcending “management” and moving towards “service”. Students are the main subject, the starting point and the foothold of higher education. Therefore, focusing on students, caring for students, and serving students are the only choice for all the work in colleges and universities. If the student management does not serve the students, it will alienate us from the masses. Besides, the leading task will be empty, and the governance work meaningless. No matter how much manpower and material resources are invested, no matter how much time and energy are spent, it will eventually go in the opposite direction. Only by penetrating the service concept throughout the whole process of student management, the great change and development of student management will be promoted.

II. The dilemma of student management under the ideological and political situation

In order to seek a breakthrough in the great ideological and political situation, the student management need not only to grasp its change in concept, but also to solve the contradiction between the management and the needs of students practically. The present dilemma was caused by the contradiction between the growing needs of students for a better university life and the inadequate, unbalanced and untimely service of student management under the great ideological and political situation.

1. The contradiction between students’ practical needs and the ideological guidelines in student management. Actually, student management should combine practice and principle, which is to solve practical problems and ideological problems concurrently. However, the reality is that students’ practical needs far exceed their interest in ideological guidelines. Most students require specific academic guidance, employment guidance and psychological counseling, but don’t want to spend too much energy on life ideals and beliefs. A few students even prefer pragmatism, striving for “short, flat and quick” effect, hoping to solve their whole-life problems through only one lecture. In contrast, student managing teachers try to be theoretical, because “theoretical” is “easier”, “more correct” and “safer” than “pragmatism”. For example, it is easier to talk about ideals and beliefs than about employment choices, the general direction more accurate than the specific operation, and the national policy more secure than personal opinions. Of course, the lack of ability is a factor, consideration of interests is another. In a word, it is the contradiction between students’ need and the choice of student managing teachers that causes the first dilemma in student management.

2. The contradiction between students’ need for refinement and the rough outline of student management. Students’ needs for a better university life are reflected in the requirements of refinement in university services.。The essence of management should switch to the thinking path of serving people and cultivating people. In the present excellent situation, including the new era of socialism with Chinese characteristics, the end of building a moderately prosperous society in an all-round way, and the overall improvement of people’s living standards, it is still possible that students are required to maintain the mentality of “studying hard for years” in schools, but it is unrealistic to require students to continue the state of “digging walls to steal light” and “working hard as boats”.。Students have the same demand for the school as “home”, and the corresponding demand should be precise service. However, at present, the work of student management has not been changed in thinking and action, to meet the needs of students’ refinement. The original rough-outline thinking and “make do with” are still maintained, because it is believed that basic living assurance is enough for students, and other needs “are in books”. Even more, the main task for students is learning, which becomes the reason why the students’ needs for university management are actively avoided. The contradiction between the refined demand and the rough-outline thinking causes the second dilemma of the student management.

3. The contradiction between the immediate

requirements of students and the slow response of student management. College students are the most energetic and vigorous groups, whose needs for everything are in a state of “instantaneously changing” and “voracious”. Their needs are instant, and the satisfaction of needs is also instant. All the above makes a great challenge to the student management. In terms of the present working system, the student management is faced with a series of procedures such as demonstration, organization, coordination and implementation; for the existing working ability, student management teachers still need to accept, understand, digest and combine some needs put forward by students. After these “necessary” procedures, the students have brewed out “dissatisfaction” and extended the backward service of the university to the impression of “inaction”. To be fair, even if everything is “done right away”, the time difference is inevitable for students’ “immediate” demand. This of course requires the student management not only to be “prepared”, but also to simplify the working procedures and to improve the adaptability. This contradiction between the instant demand and adaptability constitutes the third dilemma.

4. The contradiction between students’ diverse demand and the insufficient supply of student management.

The meaning of a better life is that the diverse needs are effectively met. After the “artificial repression” of middle school, students are experiencing the “explosion” of all kinds of needs that have not been met for a long time. In their opinion, the university should be rich and colorful, and all kinds of needs that they didn’t dare to imagine or even unexpected will be met in a short period of time, which is directly related to the students’ impression of university life. Therefore, to meet students’ diverse needs is the primary task of student management. But the reality is that the supply of student management is far from satisfaction of students, which partially due to financial and human resources difficulties. Nevertheless, the insufficient top-level design and the incomprehensive consideration in student management are also the reasons. Many expected needs are not well prepared, and the needs reflected by many students are not seriously considered. This lack of supply directly leads to the contradiction that students’ diverse needs cannot be met, which constitutes the fourth dilemma.

III. Breakthrough methods of student management under the great ideological and political situation

Student management should be an effective helping hand and powerful assistance for higher education. Under the severe situation proposed by “The Great Ideological and Political Education”, it is necessary for teachers to seek their own breakthrough in student management. However, in the dilemma of various contradictions, it is really difficult to break through. Obviously, a general direction can be put forward, but a practical measure is hard to offer.

1. Keep close to students’ needs and avoid self-moving. “All for the students, for all of the students”, is not only the starting point and foothold of student management, but also the mantra of student management teachers when comforting themselves. However, under the guidance of this “ALL” thought, there is often an embarrassing phenomenon in student management: student management cannot find the acupoints, cannot stimulate the resonance of students, and cannot play a practical role, but the student management teachers are already very busy, exhausted, and their strengths are melted. The fundamental reason is that the teachers didn’t really understand students’ needs. We just implemented the requirements of the school and ourselves to the students, only to find that except ourselves, the students and the society are not moved. In order to change this embarrassment and liberate the teachers in student management, the demanding orientation must be insisted. Everything should meet students’ needs, and everything is aiming for students’ growth. In this process, the work of student management must focus on three aspects: paying attention to students’ needs, respecting personality differences and solving practical difficulties. What students need most is a place to practice self-management and self-learning provided or guaranteed by the university, rather than suffocating maternal love or the nanny service.

2. Keep up with the advanced benchmark and avoid self-satisfaction. Learning from the advanced models is the key to success and breakthrough in all work. Only by keeping up with the advanced, can we find the gap and stimulate the motivation. In reality, many colleges and universities unconsciously emphasize the “particularity” of their own work and working objects, which provides the best “talisman” and “placebo” for colleges and universities. On the one hand, it can prevent other colleges and universities from copying their “advanced” experience; on the other hand, it can provide reasons for their own “unadvanced” situation. This is a morbid self -satisfaction, which is the main reason for the slow response and insufficient supply of student management. Therefore, facing the advanced ideas, practices, technology or facilities, we should find the gap and fill it according to the standards. But following the advanced doesn't mean following everything about it. We must differentiate what is primary from what is secondary: the idea is “primary” and others are “secondary”. If we don't change our ideas, we can't learn and use the advanced methods. No matter how advanced the technology and facilities are, they can’t fulfill their functions. At the same time, it must be clear that distinguishing the primary and secondary doesn’t mean to make a choice. We shouldn’t only learn ideas because they

are easy to learn, but don't learn technology because technology is difficult. Particularly, we should avoid learning just in words not to practice. In a word, taking precedence of students' needs, learning from advanced models, are necessary choices for the breakthrough of student management.

3. Promoting reform and development to avoid self-rigidity. Self-satisfaction leads to self-rigidity, which is the biggest problem and the most dangerous part in student management. Under the "great ideological and political" pattern, student management must focus on the further deepening of reform and the further promotion of development. To advance the work of student management, reform is the only choice. But the direction and the starting point of the reform must be considered first. Two problems are mentioned here: the direction of the reform is the conceptual problem, and the starting point is the methodological problem. There is no need to discuss the idea, because the direction of reform is to make students grow up better, which determines the necessity and the limit of reform; the methods should be considered carefully because it plays an active role. This is not a problem that can be solved by knowledge and courage alone. A full demonstration and evaluation must be carried out, followed with the practical, reliable and necessary work, then peeling back the layers and completing the reform step by step. Self-rigidity and self-subversion should be avoided in the meantime, and the situation of flexible service but lack of guidance should also be completely eradicated.

4. Cling to comprehensive management and avoid self-closure. "Great Ideological and Political Education" requires "all-round education", which requires that the student management must break through the previous working mode of "individual combat" and "solo", and seek the way of "cooperative combat" and "chorus" among multi departments and multi factors. In the past, the work of student management was used to "close the door", to avoid the waste of time and resources caused by multi-party coordination, and also considering that multi-party coordination was not as flexible and independent as one party. However, school education is a systematic project after all. Only by strengthening the joint force of education can the efficiency of education be improved. On the other hand, the governance system and governance ability of student management are part of the school governance system and school governance ability, thus requiring all departments to be consistent in thinking and pace, and to strengthen communication, joint planning and comprehensive governance in practical work. Education has never been a work taken charge only by the student management. Especially facing with the challenge of "Great Ideological and Political Education", the work of student management should actively open the door, avoid self-closure, work together with relevant departments, promoting each other and making progress in mutual communication and helping each other, so as to create a decent ecological environment for talents education eventually.

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Are the Artists no Longer Needed in the AI Age?

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Abstract:This dissertation attempts to discuss whether artificial intelligence can replace artists both from an ontological perspective and an art perspective, and to explore its relationship with human beings through case data analysis.
Keywords: Artificial intelligence, artist, AI design, digital art

INTRODUCTION

In recent years, AI has been widely used in the field of art. But, according to John Pugliano[1], an American investment finance expert and author of The Robots are Coming, ‘any routine and predictable job is likely to be replaced by artificial intelligence in the next five to ten years.’ Some artists expressed concern about this phenomenon, they pointed out that maybe artificial intelligence will replace artists in the future.

1.THE CREATIVE PRODUCTION LOGIC OF ARTIFICIAL INTELLIGENCE

Many people question whether machines can be as creative as humans. For example, Japanese architect Makoto Sei Watanabe points out: Machines are better than people at solving complex problems in complex conditions. In this field, people can't compete with machines. But only people can create images that do not yet exist. Machines have no dreams.

On the other hand, Stephen Hawking, an eminent British scientist, had argued that humanity's efforts to create intelligent machines threaten its very existence. Anyway, there is growing evidence of AI's creative prowess. Susskind maintains that "contrary to popular beliefs, AI is now fully capable of producing novel results beyond the thinking of their creator, the human being."

For in-depth study of the creative potential of artificial intelligence, the Generative Adversarial Network (hereinafter referred to as GAN) is a good example, as a method of unsupervised learning by playing two neural networks against each other, proposed by Lan Goodfellow et al. in 2014. It uses a generator or "artist" to generate images, and a top-down discriminator -- or "art criticism" -- to evaluate the images. In the race, the generator tries to trick the discriminator by producing realistic images that are so realistic that the discriminator cannot distinguish them from the real data set. Computers perform complex tasks, and the two systems work together. The artist trains the critic, and the critic trains the artist as well. Once the "artist" completes its training, the "critic" can be removed. Based on the above analysis, it can be seen that the creation of AI is indeed very powerful; but at the same time, attention must be paid to the fact that the creative core of artificial intelligence is based on "data" and "algorithms". In other words, the creation by artificial intelligence is based on collection, analysis and induction of massive data. In this operation process, the sense of participation of human is greatly reduced. Human, as a scientific worker, only needs to input the data into it. And after the intelligent machine completes the analysis of the data, it can generate an artistic product with one click. As a result, artistic creation is transformed from a personal, emotional and gifted activity into a computable and evidence-based intellectual activity.

2.DOES AI HAVE SUBJECTIVITY?

"Creation" was once considered a privilege of God. However, with the rise of humanism, more and more people realize that creativity comes from human beings, so many artists and philosophers began to emphasize the importance of creation. In the history of art, prior to the Renaissance, religious paintings with realist tendencies were very popular, as shown in most of the works at that time, when art was considered to be part of religion and should serve the religion faithfully; accordingly, artists were not allowed to create art freely. After the Renaissance, human creativity was liberated. Artists and philosophers proposed that human creativity should be affirmed and artists should be encouraged to express what they are really interested in. After modernism, contemporary art pays more attention to "innovation" and "breakthrough", believing that "innovation" and "breakthrough" are at the core of contemporary art. This conviction requires artists to constantly explore new things and create new works of art. In other words, such new things shall be different from the existing creations and shall break away from traditions. These new ideas have expanded the scope of human intuitive experiences, and this expanded scope has in turn become the object of new transcendence and breakthroughs. If someone denies it, then he or she cannot completely grasp the development of contemporary art. The goal of contemporary art creation is to break the inherent and habitual way of understanding. Many people point out that many works of contemporary art are puzzling, and some even seem like meaningless garbage, or like children's works. But precisely because of this feature, these works show the innovative nature of contemporary art.

Based on Walter Benjamin's theory as stated in "The Work of Art in The Age of Mechanical Reproduction" (1935), if a file can be printed with an infinite number of versions of the object, how can we continue to specify a special value for any one of its attributes? Early adopters of new technologies, such as 3D printing, may start out thinking of themselves as avant-garde, but for each new practitioner, they become less avant-garde, with innovations from one year to the next becominghomogeneous. If a work falls completely into a certain tradition, or is itself a repetition and imitation, then it will lose the right to being included in the history of art. Therefore, AI is not completely innovative. Concept, imagination, intuition, sensibility and the like are important keywords in art. Aesthetic activities receive aesthetic information through the senses and transmit it to the brain, which then processes and refines it into aesthetic feelings through cognition, recognition, and thinking. Aesthetic cognition is generated with the information processing process, mode, type, and level of aesthetic judgment and aesthetic experience. Art is the production, presentation and communication of human aesthetic sensibility. This kind of sensibility not only lies at the primary, direct and realistic level of sensory perception, but is also a deep sense of transcendence. The noumenon of aesthetic art is the transcendent sensibility.

Aesthetics is a transcendence of the sensibility of reality and finitude, and a spiritual activity of grasping the infinite and absolute existence by virtue of sensibility and mediation. According to Wang Yuechuan, "Feeling is the ability of human life to express itself, which is more fundamental than speech. Feeling is not thought, but more elusive than thought. It is by one's own sensibility that the unspeakable is given a possibility of demonstration."This sensibility is called aesthetics.

Such a kind of deep subject sensibility has the following four characteristics: 1. Non-reducibility: from the physical mechanism we have known today, it cannot be reduced to the actual physical activity. 2. Immaterialization: This transcendent and perceptive moment exists in our mind, but it is easily lost and cannot be captured. 3. Non-objectiveness: Such sensibility only depends on the existence of the subject, is unique to the subject, and cannot be separated from the subject to exist alone. And 4. Non-externalization: It is a unique "sensibility" inherent in the subject, and cannot be truly externalized and presented objectively. As an integration of reason and sensibility in life, this sensibility comes from the sublimation of life. That is to say, it is the total of things, covering cognition, emotion, will, imagination, intuition, and other will dimensions. Originating from the spiritual system of human beings, it does not only retain the original aesthetic nature of human beings, but also continuously generates new feeling systems under the stimulation of new environments. Through art, humans separate themselves from their daily experience, surpass the limits of time and space, and realize the natural order of existence, the law of life in the universe, or some existing defects. This is the essence of human nature.

Based on the above exploration, under the deep impact of science and technology, including artificial intelligence at the present stage, the ontology of aesthetics is still unshakable. The current creation by artificial intelligence relies on the development of big data and deep learning technologies. The core of artistic creation by artificial intelligence is "data" and "algorithm", and such a creation is only a stylized and technical processing of a certain kind of art, and does not involve many important categories, such as emotion and imagination like art. Moreover, it is unlikely to deliver important cultural and social functions, such as artistic symbolism and criticism.

That's why many artists and critics think that the artificial intelligence work of Edmond Belamy is the most boring work in 2018.

It is obvious that at the current technological level, the creation by artificial intelligence is not likely to have a transcendent feeling. Rather, it is a pure machine and technical activity divorced from the art itself, or even a project that has been over-promoted for commercial interests. Therefore, at present, the creation by artificial intelligence is not a work of art in the real sense. In a word, for artificial intelligence, art is one of the few advantages that human beings have at present.

CONCLUSION

So far, artificial intelligence has indeed made certain achievements in artistic creation. But AI works are generally focused on poetry, painting and music, all of which are with weak narratives. This phenomenon reflects the weaknesses and deficiencies of artificial intelligence in the unified layout, organizational structure and arrangement order. Through in-depth "learning" and calculation of these types of art, they are converted into elements for other arts in a digital manner. Behind these works are artists' research results in art theories and art big data. From these perspectives, artificial intelligence will affect the current art creation, design or art market, but cannot replace artists.

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Exploration of the Innovation Direction of English Teaching Model in Higher Vocational Schools Based on the Cultivation of Professional Quality

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Abstract: According to the education reform of higher vocational schools, the focus of English teaching reform has gradually shifted to the cultivation of professional quality of students, and this change is also in line with the trend of higher vocational schools to cultivate high-tech and high-quality talents with modern market demand. Therefore, the innovation direction of English teaching model higher vocational schools based on quality training needs to clarify the connotation of vocational quality and the aspects of current English teaching mode that restrict the cultivation of professional quality, so as to put forward targeted solutions to continuously develop towards the innovation direction of English teaching mode and improve the teaching efficiency of English teaching in higher vocational schools.

Keywords: Vocational English; Professional quality; Teaching mode; Innovation

INTRODUCTION

English teaching is an indispensable part of the teaching in higher vocational schools, and it is also a key part of the reform of higher vocational education. However, with the continuous advancement of reforms, the current situation of English teaching is still worrying, which has caused relevant educators to fall into another educational reform. But the current reform goal of English teaching in higher vocational schools should not be limited to improving the efficiency of English education classrooms, but the focus of the reform should be on the combination of English education goals and professional quality. To improve the efficiency of English teaching is a long process, so it can be changed through a single educational reform. Such eager thinking is even more unfavorable to the development of education. Moreover, the ultimate goal of education in higher vocational schools is to provide the society with high-tech and high-quality talents. It can be seen that the English teaching mode in higher vocational schools can be innovated into the cultivation of professional quality.

1.CONNOTATION OF PROFESSIONAL QUALITY BASED ON ENGLISH TEACHING IN HIGHER VOCATIONAL SCHOOLS

Professional quality is a comprehensive manifestation of workers' understanding and adaptability to social occupations, which are mainly manifested in professional interest, professional ability, professional personality and professional situation. From the perspective of students' professional quality, the connotation of professional quality is mainly analyzed from two perspectives. One is to analyze from a static perspective. The term static perspective is relatively macro, but in combination with the professional quality of students in English education in higher vocational schools, it is relative to the students' future application of English in the workplace. In the current vocational education, majors are generally divided into two major categories: Liberal Arts and Science and Engineering. After students from Liberal Arts enter the workplace, English is generally used for communication or processing related documents, while most of students form Science and Engineering will use English to complete technical equipment upgrades or access materials. Therefore, we can know that in the process of English education in higher vocational schools, English education in related majors should be combined with the nature of the major. And this objectively existing phenomenon will obviously become a static understanding perspective under the analysis of the connotation of professional quality. The other is to analyze from a dynamic perspective. For school education, a dynamic perspective is also a development perspective. Whether it is school education or individual students, we need to use the perspective of development to treat education more rationally. Based on a dynamic perspective, the professional development of students in higher vocational schools includes the professional development needs of continuing education and obtaining relevant qualification certificates. Therefore, in order to meet the development needs of professional quality of students in higher vocational schools, the school needs to promote the improvement of students' comprehensive ability of English learning from the aspects of theory and practice.

2. RESTRICTIVE FACTORS OF TRAINING OF PROFESSIONAL QUALITY

2.1 Lack of professionalism in vocational English teaching

At present, English teaching in higher vocational schools is the same general teaching material for all students. It aims to help students to learn English foundation, but it makes them lack of English learning of relevant majors. For the majors with more difficult English academic terms such as Finance and Law, students can not read relevant English materials through self-study, leading to the teaching of vocational education to be separated from the major to complete English teaching. And this is what we usually say that the teaching goals are too general, and do not meet the needs of the actual development of English teaching in vocational schools, which has led to the separation of English teaching and professional courses in vocational school for a long time.

2.2 Backward English teaching concept in higher vocational schools

The teaching concepts of many teachers in higher vocational schools have not kept up with the concepts of modern teaching development. In the process of actual teaching, teachers are sent to participate in relevant business exchanges to exchange innovative teaching ideas and cooperative learning, but they will be greatly discounted and even not given action in the actual implementation process. Especially some teachers who have a long teaching age will miss the relevant training at many times, and they are also divorced from the practice development of modern society. Therefore, English education in higher vocational schools will be separated from the modern teaching concept and the principle of practice development of the industry. The teaching will stay only in the teaching of written English textbooks, which leads to the stagnation of vocational English education.

2.3 Single teaching method of in higher vocational schools

With the development of mobile phone technology, more and more new things can be recognized and contacted by vocational students, which changes their acceptance of things. However, the teacher has been teaching by the way of teacher knowledge output. The teacher guides students to read English vocabulary, explain the meaning of words and recite short texts, which makes the English classroom lack of vitality and freshness. In the long run, students will lose their motivation to learn English. The consumption of teachers is the decrease of students' learning efficiency. At present, majority of vocational colleges still use the final grades to evaluate students, but it is difficult to accurately evaluate the effect of teaching with such a single teaching method. Therefore, English education in higher vocational schools is still seriously affected by the exam-oriented education.

3. THE INNOVATION DIRECTION OF ENGLISH TEACHING MODE IN HIGHER VOCATIONAL SCHOOLS

3.1 To clarify the objectives of English teaching in higher vocational schools

Although vocational English can be developed through innovative teaching mode, the premise is to first clarify the objectives of English teaching in higher vocational schools, so as to better guide the next step of innovation of English teaching. According to the requirements of the cultivation of professional quality and the current trend of social development, the goal of English teaching in higher vocational colleges should be shifted from the study of subject knowledge to the study of professional ability and the improvement of students' professional skills. From the perspective of English subjects, to improve students' skill level, we need to put the teaching objectives on the ability of learning professional academic vocabulary, English exchange, English writing, translation, English innovation, etc., so as to better apply these English skills to work.

3.2 To establish a diversified students evaluation mechanism

The diversified student evaluation mechanism is manifested in the diversified perspectives of evaluating students and the diversified evaluation methods. In English education in higher vocational schools, teachers should not only evaluate students' learning ability based on students' scores after each exam, but also should combine with students' performance in the learning process, such as English classroom performance, homework completion, and oral English expression. In addition, the evaluation of students is not only made by the teacher, but also can be evaluated in multiple ways, such as mutual evaluation between students, evaluation by the internship unit, written evaluation, and oral evaluation. The evaluation mechanism is based on the principle of combining theoretical knowledge and social practice, so that students can truly apply what they have learned and continuously improve their professional quality. And a channel for students to evaluate teachers can also be introduced, so that teachers can know students' suggestions and make improvements, and implement the principle of student-centered education.

4. CONCLUSION

To sum up, in the face of the current status of English education in higher vocational schools, the reform of English education cannot be quickly promoted overnight. Therefore, with the vigorous promotion of quality-oriented education, the direction of innovation of English teaching model in higher vocational schools can be developed towards the cultivation of students' professional quality. According to the development in this direction, it can be gradually constructed around several aspects such as clarifying the English education goals of higher vocational colleges, gradually improving the evaluation standards of English teaching, and consolidating the foundation of professional English quality, so as to continuously improve the current status of English education in higher vocational schools, cultivate the comprehensive English literacy of students in higher vocational schools.

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Optimal Coordination Game based on Two Decisions

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Absrtact: We study a two-tier supply chain consisting of a manufacturer and a capital constrained retailer,and determine the optimal sales volume, profit distribution ratio, and profit of manufacturers and retailers under the centralized and decentralized decisions. Under the condition of analyzing whether the retailer has the capital restriction or not, We compare the profit of manufacturer and retailer.The results are as follows: Under the centralized decisions，no matter whether the retailer has capital restriction or not, the overall profit of the supply chain is equal, and the profit maximization is achieved under the same conditions. Under the decentralized decisions， when the retailer has no capital restriction, the manufacturer and retailer can maximize their profit under different profit distribution ratio.

Keywords: Cost sharing; Profit distribution; Game decision-making

1.INTRODUCTION

The theory of green supply chain began in the 1970s and was first proposed by the Manufacturing Research Association of Michigan State University in 1996. It is also called environmentally conscious supply chain or environmental supply chain. Its core idea is to run the concept of green environmental protection throughout the supply chain. Integrating logistics, information flow, capital flow, knowledge flow and other movements to achieve the goal of minimum environmental pollution and maximum resource efficiency. Green supply chain is an important branch of operation management, which will have an impact on environmental pollution and human health. To increase competitive advantage, many manufacturers have implemented green supply chain management. The green supply chain integrates the concepts of "environmental protection" and "green" into the supply chain, minimizing the resource consumption and environmental impact of the entire supply chain [1]. In recent years, many scholars have studied and analyzed the game model of the green supply chain. Ghosh and Shah (2015) [2] established a cost-sharing model, discussed the supply chain coordination problems arising from the green supply chain, and analyzed the impact of the cost-sharing contract in the green supply chain on the greenness, price and profit of the product.

But these studies are all traditional retail models. In recent years, with the rapid development of network technology and e-commerce, e-commerce platforms such as Alibaba, Taobao, and JD.com have been widely used. The emergence of e-commerce has changed the traditional supply chain structure, and supply chain management has also ushered in new challenges. The research content will be richer and the scope of research will be further extended [3]. For example, Erjiang et al. (2016)[4] used a multi-stage game method to study a model that includes an e-commerce platform and two supply chains (each supply chain is composed of a supplier and an online sales platform). Wang et al. (2019)[5] considered e-commerce platform as a new source of financing for online online sales platform, and believed that proactive e-commerce platform financing can achieve the coordination of supply chain financing, and produce more than bank credit financing The order volume and participant’s profit. The e-commerce platform can be regarded as an important supply chain partner of the manufacturer, and it plays an important role in achieving the manufacturer's sales target. Since e-commerce platforms have accumulated a lot of sales information and customer information with commercial value, they can have a more accurate understanding of product needs [6]. E-commerce platforms have a strategic sharing problem for this information. They charge a certain fee for the shared information, and for manufacturers, purchasing information can obtain more accurate consumer needs, and thus more accurate pricing [6]. As a result, more and more manufacturers choose to sell green products to consumers through e-commerce platforms.

Taking the above factors into consideration, this article attempts to apply the electronic sales model to the green supply chain, and studies the influence of the uncertain demand of the online sales platform on the financing decisions of the members of the green supply chain.

2.ASSUMPTIONS AND MODELS

This article considers a two-tier supply chain system composed of a manufacturer and an online sales platform. The supply chain members are all risk-neutral. Manufacturers sell the products they produce to consumers through online sales platforms, so there is no difference in the products provided by the supply chain members. This article only considers the demand function of a production cycle.

Suppose the product sales price P=1 and the product cost price is c. Due to the uncertainty of the demand, the probability when the maximum demand of the product is H is α, and the probability when the minimum demand is L is 1-α. When making decentralized decision-making, the manufacturer and the online sales platform share profits, where the manufacturer's revenue ratio is λ, and the online sales platform's revenue ratio is 1-λ; the manufacturer and the online sales platform share production costs, and the manufacturer bears the total cost The online sales platform bears 1-β times. The following discusses the best decision of the network sales platform and the manufacturer under this model.

3.CENTRALIZED AND DECENTRALIZED OPTIMAL DECISION

3.1 Centralized decision

In a centralized supply chain, manufacturers sell directly to online sales platforms, assuming no other distributors are involved. Consider the following two types of centralized supply chains with and without capital constraints. QC is the quantity of centralized decision-making production.

3.1.1 There is no capital constraint on the online sales platform

Assuming that under the supply chain, the market demand is expressed as:

$$D=\begin{cases} L & 1-\alpha \\ H & \alpha \end{cases} \quad (1)$$

The probability that the minimum demand in this market is L is 1-α, and the probability that the maximum demand in this market is H is α. Among them, the manufacturer is the most profitable, and the output QC is between the maximum demand H and the minimum demand L (L<QC<H), according to this condition, the relationship between output and demand can be obtained:

Table 1 The relationship between commodity output and demand

D	L	H
P	1-α	α
min{D，QC}	L	QC

Since the sales quantity of the product is uncertain, it is expressed by expectation: E[min{D,Qc}]=(1-α)L+αQc. In the absence of capital restrictions, the manufacturer only needs to pay the cost cQC, so in this The profit under the supply chain is:

$$\Pi^c(Q_c)=E[\min\{D,Q_c\}]\cdot 1-cQ_c$$

(2)

Simplified and organized as:

$$\Pi^c(Q_c)=(1-\alpha)L+(\alpha-c)Q_c$$

(3)

In order to maximize economic benefits, the output meets:

$$Q_c^*=\begin{cases} H & \alpha\ge c \\ L & \alpha<c \end{cases}$$

(4)

Formula (4) is incorporated into formula (3) to get: when α ≥ c, the overall profit is

$$\Pi^{C^*}=(1-\alpha)L+(\alpha-c)H$$

(5)

When α<c, the overall profit is:

$$\Pi^{C^*}=(1-\alpha)L+(\alpha-c)L$$

(6)

From this, the following conclusions can be drawn:

Theorem 1. In the case of centralized decision-making, when the funds of the network sales platform are not limited, in order to maximize the profit of the overall supply chain system, the optimal output is Q*c, and the overall optimal profit is Πc*

3.1.2 The situation of restricted funds on online sales platforms

Now suppose that the online sales platform has no working capital. In order to operate, it must borrow the working capital cQc from the manufacturer at the initial moment, where r represents the loan interest rate. At the end of the season, the online sales platform will receive a return on income or a loan of cQc(1+r).

According to the specific realization of demand and the relationship between Qc, the profit under the supply chain is:

$$\Pi^c(Q_c)=E[E[\min\{D,cQ_c\}]\cdot 1-cQ_c(1+r)]^+$$

(7)

Simplify it to:

$$\Pi^c(Q_c)=\max\{\alpha Q_c+(1-\alpha)L-cQ_c(1+r),0\}$$

(8)

Under the condition that there is no possibility of arbitrage in the market:

$$cQ_c=E\min\{cQ_c(1+r),\min\{D,Q_c\}\}$$

(9)

Simplified:

$$cQ_c=cQ_c(1+r)+\min\{\alpha Q_c+(1-\alpha)L-cQ_c(1+r),0\}$$

(10)

Combining (8) and (10) to get the overall profit of the supply chain is：

$$\Pi^c(Q_c)=(\alpha-c)Q_c+(1-\alpha)L$$

(11)

In order to maximize economic benefits, the output meets：

$$Q_c^*=\begin{cases} H & \alpha\ge c \\ L & \alpha<c \end{cases} \quad (12)$$

Sorted out:

When α<c, Q*c=L, the overall maximum profit is:

$\Pi c^*=(1-\alpha)L$;

When $\alpha \geq c$, $Q^*c=H$, and the overall maximum profit is: $\Pi c^*=(\alpha-c)H+(1-\alpha)L$.

From this, the following conclusions can be drawn:

Theorem 2. In the case of centralized decision-making, when the funds of the network sales platform are limited, in order to maximize the profit of the overall supply chain system, the optimal output is Q^*c, and the overall optimal profit is Πc^*.

4.2 Decentralized decision

In the decentralized decision-making, we separately discuss the online sales platform and the manufacturer to maximize their own profits as the goal, and determine the optimal output under each decision-making body. In this game, the manufacturer's profit distribution is λ, and the online sales platform's profit distribution is 1-λ. The manufacturer is the dominant player, and the online sales platform is the follower. The following discusses the situation without capital restrictions.

4.2.1 There is no capital constraint on the online sales platform

In this supply chain, the manufacturer and the retailer are the two decision-making entities, the manufacturer's profit distribution λ, the network sales platform profit distribution 1-λ, the two jointly bear the production costs, of which the manufacturer shares β and the network sales platform shares 1-β is a Stackeberg game dominated by manufacturers. Therefore, in the first stage, manufacturers first choose their own optimal output to optimize their profits; the second stage of the game is that the online sales platform is The manufacturer determines the optimal sales output and then makes a decision on the optimal profit distribution ratio λ.

For the manufacturer, if the quantity of products sold is Qd, it can only benefit λ times the sales ($0<\lambda<1$), and it needs to pay a cost proportional to β ($0<\beta<1$), then the manufacturer's The profit function is:

$$\Pi^{M}(Q_d;\lambda)=\lambda E[\min\{D,Q_d\}]-\beta cQ_d \quad (13)$$

Simplified:

$$\Pi^{M}(Q_d;\lambda)=\lambda(\alpha Q_d+(1-\alpha)L)-\beta cQ_d \quad (14)$$

Among them, in order to maximize the benefits, the sales volume satisfies the relational formula：

$$Q_d^*=\begin{cases}H & \lambda \geq \frac{c\beta}{\alpha}\\ L & \lambda < \frac{c\beta}{\alpha}\end{cases} \quad (15)$$

For the online sales platform, if the sales quantity Qd is sold, the profit distribution is 1-λ times the sales, and the cost of the production Qd is 1-β, the profit function of the online sales platform is:

$$\Pi^{R}(Q_d;\lambda)=(1-\lambda)E[\min\{D,Q_d\}]-(1-\beta)cQ_d \quad (16)$$

Simplified:

$$\Pi^{R}(Q_d;\lambda)=(1-\lambda)(\alpha Q_d+(1-\alpha)L)-(1-\beta)cQ_d \quad (17)$$

Combining the output function (15), we can get the expression of λ for the profit function of the manufacturer and the online sales platform:

$$\Pi^{M}(\lambda)=\begin{cases}\lambda(\alpha H+(1-\alpha)L)-\beta cH & \lambda \geq \frac{c\beta}{\alpha}\\ \lambda L-\beta cL & \lambda < \frac{c\beta}{\alpha}\end{cases} \quad (18)$$

$$\Pi^{R}(\lambda)=\begin{cases}(1-\lambda)(\alpha H+(1-\alpha)L)-(1-\beta)cH & \lambda \geq \frac{c\beta}{\alpha}\\ (1-\lambda)L-(1-\beta)cL & \lambda < \frac{c\beta}{\alpha}\end{cases} \quad (19)$$

The decision of optimal λ is discussed below:

① When $(1-\lambda)(\alpha H+(1-\alpha)L)-(1-\beta)cH > (1-\lambda)L-(1-\beta)cL$, simplify to $(1-\lambda)\alpha > (1-\beta)c$, that is, when $\lambda < 1-\frac{(1-\beta)c}{\alpha}$, the best division ratio is $\lambda_1^*=\frac{c\beta}{\alpha}$;;

② When $(1-\lambda)(\alpha H+(1-\alpha)L)-(1-\beta)cH < (1-\lambda)L-(1-\beta)cL$， simplify to $(1-\lambda)\alpha < (1-\beta)c$,that is, when $\lambda > 1-\frac{(1-\beta)c}{\alpha}$,optimal share ratio$\lambda_2^*=c\beta$。

Concluded as follow:

$\lambda < 1-\frac{(1-\beta)c}{\alpha}$ 时 ， $\lambda_1^*=\frac{c\beta}{\alpha}$,the profit of the manufacturer and the online sales platform in this case is:

$$\Pi_1^{M^*}=\frac{c\beta}{\alpha}(\alpha H+(1-\alpha)L)-\beta cH \quad (20)$$

$$\Pi_1^{R^*}=(1-\frac{c\beta}{\alpha})(\alpha H+(1-\alpha)L)-(1-\beta)cH \quad (21)$$

$\lambda > 1-\frac{(1-\beta)c}{\alpha}$ ， $\lambda_2^*=c\beta$ ， The profit of the manufacturer and the online sales platform in this case is:

$$\Pi^{M^*}{}_2=0 \quad (22)$$

$$\Pi_2^{R^*}=(1-c)L \quad (23)$$

From this, the following conclusions can be drawn:

Theorem 3. In the case of decentralized decision-making, when the manufacturer is dominant, the optimal output and profit distribution ratio is $(Q_d^*,\lambda_1^*,\lambda_2^*)$, and the optimal profit of the manufacturer and the online sales platform is $(\Pi_1^{M^*},\Pi_2^{M^*},\Pi_1^{R^*},\Pi_2^{R^*})$.

4.CONCLUSION

In the case of uncertain demand, this paper studies the supply chain system of a manufacturer and an online sales platform, and discusses the two parties in the supply chain system to determine the best relevant variables to achieve maximum profit under centralized and decentralized decisions. Since this article only studies the supply chain system of one manufacturer and one online sales platform, in reality, they may sell products through multiple online sales platforms. Based on this networked structure of competition platform sales model, demand information sharing How will the strategy change? This is also the direction of future research.

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Analysis on the Current Situation and Countermeasures of The Development of Small and Micro Enterprises

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Abstract: Small and medium-sized enterprises are the enterprises that actively optimize the market economic structure and help them develop and strengthen the national strength, but there are also many reasons that hinder the development of small and medium-sized enterprises. In order to ensure the smooth implementation of the national strategy, we must seek a stable road suitable for China's national conditions.

Keywords: Small and micro enterprises; Development dilemma; Countermeasures and suggestions

INTRODUCTION

Small and micro-enterprises are commonly referred to as small enterprises, micro-enterprises, family workshops and individual enterprises. They play an important role in transforming the mode of economic development, optimizing the upgrading of industrial structure, invigorating the market, increasing taxes, promoting employment, and maintaining the society. They have the characteristics of low cost, high concentration of property rights, strong ability to absorb employment and rapid development. Small enterprises are the lifeline and core cell of China's economy. The development of small enterprises plays an irreplaceable role in promoting economic growth. A series of national and local government support policies, such as economy, employment increase, technological innovation and social harmony. It affects the development of small and medium-sized enterprises.

1. DEVELOPMENT STATUS OF SMALL AND MICRO ENTERPRISES IN CHINA

So far, there is no comprehensive statistics on China's small enterprises in the statistical yearbook. Based on the fact that the main components of my country's small and micro enterprises are individual enterprises and some private enterprises that meet the new classification standards for small and micro enterprises, the following analysis and statistics on small and micro enterprises are mainly derived from relevant statistical data. "According to the new enterprise classification standard, Chinese individual enterprises should be included in small and micro enterprises".[1] Some private enterprises fall into the category of small and micro enterprises. There is no uniform standard for the number of small, medium and micro enterprises in private enterprises.

Main factors affecting the development of small and micro enterprises in China

The growth of any enterprise is the result of its internal and external factors, and the development of small and micro enterprises in China is no exception.

2.EXTERNAL FACTORS

The development of SMEs is greatly affected by the external environment. In China, the external factors that have a significant impact on the development of SMEs are as follows:

The first one is the policy environment. It mainly includes the promulgation of government policies, the promotion of relevant preferential policies, and legal support. The development of China's small and micro enterprises depends to a large extent on the help of the government.

Second, social environment. It includes basic support services related to society, social enterprise culture atmosphere, etc. "Basic social support services include social education and training institutions, consulting services for the establishment of enterprises, corporate information network services, infrastructure support for relevant business associations, and social security and social legal services".[2]

Third, the financing environment. For small and micro enterprises, especially in the initial stage, the key external condition for their survival and development is the financing environment. The government hopes to use relevant policy support to alleviate the financing problems of small and micro enterprises, ensure the capital operation of small and micro enterprises, and reduce the tax burden of small and micro enterprises. Although ordinary small and micro enterprises do not require a large amount of capital in the early stages of operation, they are basically established to solve employment and eliminate poverty. Especially in remote villages and towns, financing issues can be said to be the primary issue for small and micro enterprises.

3.INTERNAL FACTORS

The development of SMEs is limited not only by their external factors, but also by their own internal factors.

First, operating mechanism. It includes

decision-making mechanism, management mechanism and development mechanism. Is the operation of small and micro enterprises autocratic or collective decision-making? Does the management follow the old ideas or carry out scientific management? Does it always rely on traditional low value-added service industry or explore relatively new and high value-added industry? These have a direct impact on the development and growth of small and micro enterprises.

Second, enterprises have their own resources. Enterprise resources include financial resources, human resources, and technical resources. First of all, the development of a company is always inseparable from their own capital. For SMEs, the more capital they have, the easier it is to start a business. To some extent, the shortage of other resources of SMEs can be mitigated through the acquisition of financial resources. Secondly, human resources are an important resource for the development of a company. Companies need to take full advantage of the subjective initiatives of all employees, get to know them well, and appoint people based on their benefits. However, most small and micro-enterprise companies in China have the color of families and small workshops. Thirdly, technological resources are the chips that enable companies to survive in fierce markets competition. For SMEs, especially innovative, high-tech SMEs, having different priority technology resources than their market competitors. Converting advanced technology into enterprise products is a sharp edge for SMEs to achieve the transformation from “survival” to “growth”.

4.Development strategy of small and micro enterprises

(1)Perfecting the financial laws and regulations of small and medium-sized enterprises

The law of small and medium-sized enterprises in China is incomplete. The main problem is that the law is based solely on the nature of corporate ownership and lacks a unified basic law for SMEs. Therefore, it clearly defines the classification criteria for SMEs and develops a scientific SME statistical index systemas in most market economies. Based on this, it formulates the basic law for SMEs. We need to legally establish basic guidelines, policies, development directions, and management principles for the development of all SMEs. At the same time, companies that standardize corporate systems, organizational structures, state support, SME cooperation, a fair competitive environment, protection of SME interests, and SME modernization processes. Based on this, other related legal systems such as the "Small Business Export Law" and the "Small Business Finance Law" need to be established as soon as possible. Several aspects need to be emphasized when developing laws and regulations regarding SME financing, including the legal protection of venture capital. It is necessary to establish risk investment regulations that match the national situation in China. It regulates the behavior of investment firms, regulates the trading behavior of capital markets, regulates the legal environment that encourages the withdrawal of venture capital, avoids unfair competitive behavior that disrupts the country's fiscal order and used to prevent.

(2)Try to cultivate a good social credit environment and protect financial claims

Good credit relations and credit order not only reduce the uncertainty of lending activities, accelerate capital accumulation, promote the flow of funds and economic growth, but also in the essential business spirit of a healthy commercial society or market economy. The key to forming a good credit image for SMEs is the company's internal credit awareness. It is also very important to strengthen the external enforcement mechanism of corporate credit in order to curb the moral hazard of SMEs. This depends on the participation of the government. From the perspective of legal power, we need to strengthen the protection of creditors and strengthen the enforcement and enforcement of law. “In the meantime, it will establish a rights protection mechanism for financial creditors, strictly implement a basic account management system to prevent companies from "opening accounts in multiple positions", and waive loans”.[3]

(3)Improve the quality and competitiveness of small and medium-sized enterprises

Facing the opportunities and challenges, enterprises must practice their internal skills and win the trust and support of banks and governments with practical actions. Small and medium-sized enterprises should renew their ideas and combine them with a focus on industrial development in order to improve their quality and competitiveness and increase their ability to raise funds.

(4)Establish and improve credit guarantee institutions serving small and medium-sized enterprises.

Guarantee difficulty is the key to limiting SME financing. The Chinese government should establish and improve institutions that provide credit guarantees to SMEs as soon as possible, support the establishment and development of private guarantee institutions by formulating preferential policies, and establishing a sound system. The funds required by government-established guarantors can be allocated through local government financial allocation or state-owned asset allocation, in accordance with market law and the principle that "central and local finances jointly form a company".

(5)Set up small and medium-sized financial institutions dedicated to small and medium-sized enterprises.

There are barriers to scale and ownership between large state-owned commercial banks and SMEs, which makes it difficult to establish a good partnership. Therefore, the state should establish and improve financial institutions for small and medium-sized enterprises by formulating laws and policies to provide financial services for the development of small and medium-sized enterprises. “By formulating preferential policies to encourage the establishment of small and medium-sized commercial financial institutions, local non-state-owned banks should give full play to the role of small and medium-sized enterprises in financial services”.[4]

5.CONCLUSION

In short, it is impossible for all companies to be listed, but the dual-track system of large companies and small and medium-sized enterprises will only weaken the efficiency of the capital market. It is urgent to change the contradiction between the lagging development of OTC and the incoordination of China's economy.

After the outbreak of COVID-19, small and micro businesses are facing a great impact on production and financing. The CPC Central Committee and the State Council have rapidly deployed and formulated a series of financial support policies, and the government work report puts forward the goal of "significantly improving the availability of loans for small and medium-sized enterprises and significantly reducing the comprehensive financing cost". One is to define the evaluation content and set up standardized indicators. The second is to determine the evaluation mechanism and standardize the evaluation organization and process. Third, strengthen the use of evaluation results, give full play to the role of incentive and guidance. It is necessary to clarify the application of the evaluation results, highlight the coordination and linkage with relevant policies and measures, and strengthen the guiding role of regulatory evaluation for commercial banks to serve small and micro enterprises.

Meanwhile, we should speed up the development of the capital market which is positioned to provide financing services for small and medium-sized enterprises, and allow more qualified small and medium-sized enterprises to issue bonds or directly enter the securities market to raise funds through backdoor listing.

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On Japan's Low Fertility from the Perspective of Women

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Abstract: Since the 20th century, human beings began to appear at a low fertility rate as the main characteristics of the country. Although the global population is in a state of positive growth, the birth rate is declining year by year, and more and more countries appear the problem of low fertility, among which Japan has entered the stage of low fertility for half a century and has become one of the countries with the lowest fertility level in the world. Along with the aging problem, low fertility has brought a sequence of problems to Japanese society, such as the decrease of labor force, the continuous downturn of economy, the pressure of government welfare work and so on. Although Japan has formulated and implemented a series of policies to curb the development of the low fertility since 1990, which has led to a rebound in the fertility rate, it is still in the stage of ultra-lower fertility. Japanese women do matters on the issue of low fertility in Japan. From the perspective of those women, this paper explores the reasons for the low fertility in Japan through the analysis of the change of Japanese women's concept of childbearing, employment and poverty issues, and gives relative countermeasures for it.
Keywords: Japanese women, Low Fertility, Social security, The concept of marriage

1.INTRODUCTION

In 1989, the total fertility rate of Japan fell to 1.57, even lower than 1.58 in 1966. This is an unprecedented drop in Japan, which caused great shock in Japan. So far, the problem of the low fertility has been paid attention by Japanese people. In recent 30 years, the increasing problem of it has become one of the biggest factors disturbing the Japanese society. It's not only not conducive to the sustainable development of social security systems such as pension and medical care in Japan, but also leads to many negative effects such as the shrinking of the Japanese market, the change of social structure, the lack of labor and the heavy burden of labor. Therefore, Japan has formulated and implemented a series of policy systems to deal with the problem of low fertility. For example, in the economic aspect, it has reduced the economic burden of childcare by providing fertility subsidies, reducing childcare and kindergarten tuition fees. Then make infertility insurance available, and ease the burden on families who want treatment. The Japanese government has formed a comprehensive and multi-faceted policy system to solve the problem of the low fertility, which has played a certain role in promoting the policy within marriage. However, due to the lack of measures to deal with late marriage and lifelong non-marriage, the effect is not obvious, and the birth rate in Japan is still on a declining trend. There has also been a boom in the study of the low fertility among all classes in Japan. At present, most researchers mainly discuss it from the perspectives of demography, the development trend and countermeasures of the low fertility, the concept of childbearing among young people, and the policies to deal with the low fertility. However, we found that few studies have been conducted from the perspective of women. Thus, this paper explores the issue of the low fertility from the perspective of Japanese women, mainly from the perspective of the change of women's ideology, women's employment and women's poverty to carry out an analysis, and give corresponding countermeasures.

2.PHENOMENON

The low fertility in Japan officially appeared in 1974, the last year in which more than two million people were born. Over the next decade, Japan's fertility rate dropped sharply, from few to severe and then to super severe. Although the birth rate increased slightly in a few years due to policy adjustment, the overall number of births still showed a downward trend. The number of births in Japan fell to a record low of 865,000 in 2019. According to the data released by the Ministry of Internal Affairs and Statistics in 2020, as of November 1, 2020, the total population of Japan is about 125.77 million people, which has achieved 11 consecutive years of negative growth. In the future, Japan's birthrate will still show a declining trend, and it is expected that ultra-small children will continue for a long time. While fewer children are being born in Japan, the problem of an aging population is also getting worse. As of 2019, the juvenile population ratio in Japan is only 12.5%, while the proportion of the elderly population aged 65 or above has reached 28.4%.

Reasons

3.THE CHANGE OF JAPANESE WOMEN'S CONCEPT

Traditional Japanese women are generally gentle and virtuous. After marriage, they focus on their family and take care of their husband and children. So they are the model of wives in the minds of men around the world. But at the same time, Japanese women were traditionally considered to have a low status, and were even seen only as a tool to make marriage and carry on the family line. Serving their husband and children is the lifelong work of Japanese women, and the family income after marriage depends entirely on their husband. Therefore, as one of the indispensable choices for women, marriage may only be a tool for some Japanese women to seek family interests. But after the Meiji Restoration, the Japanese government followed the example of European and American countries to reform the education system. The development of education has improved the indispensable talents for the modernization of Japan, and also opened the international perspective of Japanese people, so that they learned more advanced ideas. A growing number of Japanese women are also enrolled in general education and even higher education, which has led to a dramatic shift in their thinking. First of all, this shift is embodied in the concept of the equality between men and women, the modern Japanese women more and more pursuit of equality between men and women, in order to get rid of the traditional backward concept of birth tools, said they want to as well as men are entering the society, contribute to the development of the society, thus they also realized that improve their social status and the importance of economic status. Therefore, most Japanese women now can live according to their own ideas and ways.

Second, Japanese women's attitudes to marriage have changed. Modern Japanese women with higher educational level and education also have more employment options. They no longer need to rely on their partners to obtain life capital, so the purpose of marriage is no longer the pursuit of economic interests, and marriage is no longer a necessary choice. After all, to get married means to sacrifice more things, it is better to choose their own and their own marriage, or not married. The changes in the above concepts have led to the birth of the concept of Japanese women marrying at a later age or even not marrying at all, which has directly accelerated the development of the low fertility. Obviously, compared with marriage and childcare, modern women pay more attention to ensuring their quality of life and pursuing their own lifestyle.

4.EMPLOYMENT OF JAPANESE WOMEN

There is a contradiction between Japanese women's employment and the low fertility. First, from one point of view, the widespread employment of Japanese women has exacerbated the issue of the low fertility. With the development of society and the progress of ideology, more and more Japanese women enter the workplace. However, Japanese society is generally male-centered, so women have to make more efforts in front of the same salary, so women have to choose "late marriage, late childbearing" or even "no marriage, infertility". On the other hand, due to the shortage of labor force caused by the low fertility, Japanese society encourages the use of female labor force, so more and more women enter the workplace. So there is an incongruous contradiction between the two.

Second, Japanese women are conflicted between work and childcare.Working women spend an average of two hours and 53 minutes a day doing housework, compared with just 20 minutes for men, according to the survey, in a society still dominated by stereotypes that men take care of the work and women stay at home. Because many men don't have the sense to share housework and child care with their wives. In addition, it usually takes a lot of energy and time to raise and educate children. However, the high pressure workplace environment in Japan does not allow women to spend too much time on their families, so it is difficult for Japanese women to take care of both childcare and work, which also leads to the increase of unmarried and infertile women.

Finally, there is a certain prejudice against female employment in Japanese enterprises. In Japan, there are many women who work while they are unmarried, quit their jobs when they get married and have children, focus on raising children, and then return to work when their children are grown up. Therefore, for Japanese enterprises, unmarried female employees are not stable, and women who give birth may be out of touch with the society. Therefore, Japanese enterprises have a prejudice against female employees, which increases the mental pressure on women invisibly, leading to the increase of unmarried and infertile women.

5.POVERTY OF JAPANESE WOMEN

Japan has a huge economy, but there are more than 3 million women in poverty, that is, one in 20 women in poverty. Since the financial crisis of 2008, the job market in Japan has been difficult, and most families have relied on their husbands' wages as the main source of income, which means that if the breadwinner happens to the family, the breadwinner will be wiped out and the woman will have to be the breadwinner as well. But the jobs they can do are often low-level jobs, such as simple paperwork, that offer meagre wages that are hard to support a family. For single mothers, the large amount of time required to take care of children alone conflicts with normal working hours, so they can only do some part-time work. More than 80 percent of single mothers in their 20s are reported to be in extreme poverty. Even though they work odd jobs from dawn to dusk, they struggle to maintain a basic standard of living. In general, even when women do enter the workforce, they are mostly paid less as non-regular workers; While being discriminated against in the workplace and still treated as cheap labor; Moreover, women are not as free as men in competing for jobs, because they have to bear a series of internal domestic labor. On the other hand, the high cost of childcare and the responsibility of childcare make women's desire to have children lower. Therefore, the problem of female poverty is also one of the important reasons for the low fertility in Japan.

6.SOLUTIONS

6.1Good employment environment

Japanese enterprises should abandon the outdated concept of gender discrimination, implement the welfare policy of female child care, increase the proportion of female in the regular staff and salary, and create a good environment for women to balance work and child care.The gender gap in the Japanese job market is obvious. Men are more likely to have access to formal employment, while women account for 70% of the non-regular employees, and Japanese society generally believes that the low pay of informal employment is understandable. But precisely because this type of work was seen as a way for housewives to support their families, few women were formally employed. In addition, some enterprises do not recruit female employees directly, and some enterprises squeeze the labor force, which greatly hinders women's balance between work and childcare. In addition, women's career interruptions after childbirth make it difficult for them to enter management positions, which limits their advancement in the workplace. Some enterprises even have the phenomenon of "queuing to have children". This bad employment environment virtually limits women's desire to have children, thus aggravating the problem of the low fertility.

6.2Good social security

The Japanese government should promote fiscal tilt towards the social security system and ensure the economic resources for implementing the policy of the low fertility. In a society where grandparents value their own quality of life more, they are less involved in child rearing. At the same time, influenced by the traditional thought that "men outside the home, women inside", women bear a heavy burden of child-rearing alone, while in modern society, women have to bear the double burden of child-rearing and work. Therefore, the Japanese government should first formulate relevant laws and regulations to promote the participation of fathers and grandparents in the child-rearing process, so as to reduce the burden of female child-rearing alone. Secondly, the infrastructure of childcare in Japan is not perfect, for example, the number of childcare parks is small, the cost is high and the price is high. Therefore, the Japanese government should promote the construction of relevant infrastructure to provide a better environment for the growth of children. Finally, the Japanese government should strengthen the social security system for single mothers and protect Japanese women in employment and unemployment, so as to eliminate women's fear of the pressure of being a single mother.

7.PUBLICITY OF THE POLICY OF REDUCING CHILDREN

Finally, Japan should increase the publicity of the policy of the low fertility, so that people who are at the right age to have children can know about the preferential fertility policy. According to a survey by the Cabinet Office, nearly 25 percent of Japanese citizens are currently unaware of Japan's policy of reducing the number of children. As a result, Japanese citizens are unable to enjoy the preferential policies provided by the government on marriage and childbirth, and cannot change the idea that it is difficult to raise children. Second, the Japanese government needs to improve the efficiency of policy implementation, enforce the implementation of relevant policies, so that the policy of the low fertility can really be collected among the people. At the same time, relevant government departments also need to supervise enterprises to implement welfare measures such as paid maternity leave, so that working women can truly enjoy favorable child-care policies.

8.MEDIA PUBLICITY

Japan can combat the problem of the low fertility through an aggressive media campaign. At present, there are still many women in Japan have incorrect ideas about marriage, such as the marriage object must have high social status and high economic income. This makes marriage become profitable and secularized, and the generation of these ideas is related to the media and the public's bad misleading. Therefore, the Japanese government should make full use of newspapers, TV, magazines and other traditional media, coupled with new mass media such as the Internet and advertisements, to promote and publicize the correct view of marriage and love, so that people can realize the beauty of love and that childcare is the crystal of good love, so as to improve the marriage rate and fertility rate of Japan. In addition, relevant TV dramas and cultural slogans can also be made to spread relevant preferential policies from the perspective of cultural communication to actively encourage people to have children, so as to increase the fertility rate.

9.CONCLUSION

In fact, not only Japan, but also the whole world is facing a serious problem of the low fertility, which has many disadvantages to the development of modern society. As the eternal life-giver, women play a pivotal role in solving the problem of the low fertility. So Japan has to stand in the perspective of women consider problem to ease the it, such as promoting equality between men and women, to construct the positive employment policy, help women of harmonizing the contradiction between work and parenting, create a good social environment for women, let more women feel real marry and have children with the fun and beauty of this process, etc., so as to improve the fertility of women. At the same time, women's independent choices should be respected, not turned into a reproductive tool, and a good social and family environment should be provided for them to choose a diversified lifestyle. To achieve this goal requires a long-term adjustment and comprehensive change in all aspects of Japanese society, Japanese government and Japanese men.

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On the Traditional Cultural Infiltration in Higher Vocational and Specialized English Education from the Perspective of Cultural Confidence

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Abstract: Since the 21st century, the trend of globalization has become increasingly fierce. As a strong culture, western culture has penetrated into all aspects of our life. More and more students lack confidence in our traditional culture, and even think that the western culture is the best. The Ministry of Education attaches great importance to this issue and calls for the integration of traditional culture into students' education. This paper mainly discusses the current situation of the loss of traditional culture in higher vocational and specialized English teaching, and then analyzes the significance of the infiltration of traditional culture into English Teaching for the cultivation of students' cultural confidence, and puts forward some measures according to the actual situation.

Keywords: cultural confidence; English education; traditional culture; infiltration

1.INTRODUCTION

General secretary has emphasized that the strength of a country must be supported by the prosperity of the cultural field, and the great rejuvenation of the Chinese nation requires us to establish a high degree of cultural confidence. The Chinese nation has a long history of 5,000 years, and our predecessors have left us endless cultural treasures. Teachers should take the initiative to absorb the power of traditional culture, spread the excellent traditional Chinese culture in English teaching, and consciously cultivate cultural practitioners and cultural communicators with the ability of cross-cultural communication, so as to make joint efforts to tell Chinese stories in English and make Chinese culture go get out.

2. THE CURRENT SITUATION OF ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF CULTURAL CONFIDENCE

2.1 There is a serious lack of traditional culture in english teaching

Under the background of quality-oriented education, the new curriculum reform is gradually promoted, and the teaching strategies of the school are constantly adjusted. However, in the current English teaching activities in higher vocational colleges, it is common to attach importance to western culture while ignoring the learning of Chinese culture. The western economy has been in the forefront of the world for a long time, and many developed countries use film and television works, media publicity and other means to spread culture to other developing countries. This makes the school quickly improve the students' English comprehensive ability, from the syllabus to textbook revision that the teaching content reflects the western culture and customs. In the long run, it will damage the students' sense of cultural identity, and even some students think that English is better than Chinese in use, or English culture is higher than Chinese culture, resulting in the recognition that foreign culture is better than Chinese culture. [1]

2.2 Students' ability to express chinese traditional culture in english is weak

In most English teaching activities in higher vocational colleges, teachers tend to focus on cultivating students' ability to tell British and American cultures in English, which leads to students' weak ability to tell Chinese cultural stories. For example, articles about Christmas, Thanksgiving, Easter, Christmas Eve and other western festivals can be found everywhere in English textbooks. Students can also tell these festivals well in English. When students are asked to explain Chinese traditional festivals to foreign friends in English, such as the Double Ninth Festival, Dragon Boat Festival, Tanabata Festival and so on, many students look at each other and even don't understand them. The English expressions of these festivals can only be found in reference books or directly replaced by pinyin.

2.3 Teaching activities are monotonous and learning methods are mechanized

English teaching generally adopts the classroom teaching mode, and the teaching time is limited. In the limited time, it is difficult for teachers to add enough content about traditional culture. In order to solve this problem, teachers often let students learn by themselves after class, which virtually increases the students' learning burden, but also does not receive good teaching effect. In the teaching of writing, teachers often only focus on the content of the examination, focusing mainly on whether the structure of the article is standardized; whether the words are gorgeous; whether the sentence patterns are advanced, etc., ignoring the richness and vividness of the writing content, resulting in the phenomenon of putting the cart before the horse and wasting the opportunity to transmit Chinese traditional culture in English writing. In addition, the perception of traditional culture can not be separated from life, the English teaching activities in higher vocational colleges are also lack of diversified extracurricular activities closely related to life; there is no linkage between home and school, and it is far from enough to cultivate cultural confidence only in the classroom. [2]

3. MEASURES OF TRADITIONAL CULTURE INFILTRATION IN ENGLISH TEACHING ACTIVITIES

3.1 Infiltrating traditional culture into english textbooks

The original English textbooks are supplemented and revised, and the contents of English texts in the current textbooks are adjusted appropriately. In addition to the introduction of western culture and customs, English textbooks should also add a large number of content plates to show Chinese traditional culture. In the content section of introducing Chinese traditional culture, we should popularize the English writing of some Chinese specific words, such as Mid Autumn Festival, Dragon Boat Festival, Lantern Festival, etc., as well as the words related to these festivals, such as dragon boat, dumpling, moon cake, moon appreciation, outing, zongzi, etc. It can also popularize some unique contents of traditional culture, such as ancient poetry, Confucian classics, calligraphy, traditional martial arts, opera and traditional Chinese painting in English. Because of the fact that textbooks in higher vocational colleges are rarely involved in these contents, and these contents are far away from students' real life, and popularizing these knowledge can well spread the essence of Chinese traditional culture and enhance students' sense of identity towards their own culture. [3]

3.2 Infiltrating traditional culture into english writing teaching

In the English test, the writing part always has the maximum score, and students also attach great importance to English composition writing in their daily learning. Teachers should actively guide students to write about traditional culture, stimulate students to make more use of Chinese excellent traditional culture in writing activities, guide students to pay attention to social news and current political hot spots, and closely combine English writing with real life. When the traditional festival comes, teachers can hold an English composition contest with the theme of traditional festival. They can adapt measures to local conditions and the actual situation of students, and popularize specific cultural background knowledge to students, and make full use of the learning opportunities of each traditional festival to create a good cultural learning atmosphere. Teachers can also supplement the background knowledge of foreign festivals, and compare with traditional festivals in China, so that students can develop the ability of independent thinking, expand cultural knowledge and cultural inclusiveness. [4]

3.3 Infiltrating traditional culture into english translation teaching

In order to expand the influence of Chinese culture and enhance the cultural self-confidence of teenagers, more and more Chinese culture is involved in the English examination questions at all levels. Taking CET-4 and CET-6 as an example, the part of C-E translation is more and more related to Chinese history, geography, politics, culture and so on, and the score has also increased. It not only examines the candidates' English vocabulary, but also their understanding of China's traditional culture. Therefore, in the teaching of English translation in higher vocational colleges, teachers should consciously infiltrate the content of traditional culture; at the same time, due to the great difference between Chinese traditional culture and Western culture, there are rich connotations in Chinese language, so we should pay attention to the combination of various translation methods, so that students can timely consult the relevant content and understand the deep meaning behind the text. It tries to translate the essence of Chinese culture. [5]

3.4 STRENGTHENING THE COMPARISON BETWEEN CHINESE TRADITIONAL CULTURE AND WESTERN CULTURE, TO CARRY FORWARD CHINESE CULTURE

Due to the historical development and other reasons, there are two kinds of culture in China and the west, and teenagers are in a special stage of physical and mental development. They are always curious about foreign and novel culture. Therefore, in order to make students correctly understand the differences between Chinese and Western cultures, we should add the teaching contents of the comparison of Chinese and Western cultures, such as different ways of celebrating festivals, different views of family concepts, etc. In this way, students can be trained to look at problems from different angles and treat the differences between Chinese and Western cultures with an equal perspective, so as to avoid students' one-sided praise of western culture and neglect of traditional culture, and help students establish cultural confidence. When students learn foreign cultures, they should be differentiated, take the essence of their culture and discard their dross, and resist the erosion of Western decadent culture while accepting excellent western culture.

3.5 USING MODERN INFORMATION TECHNOLOGY TO ENRICH THE LEARNING CONTENT OF TRADITIONAL CULTURE

With the advent of the Internet era, the way of English teaching is developing from monotonous to diversified, and English teaching methods should keep pace with the times. Most modern schools have equipped multimedia equipment to each classroom, which provides technical support for teachers to use modern technology to enrich classroom content and improve teaching efficiency. For example, in an English class, teachers can play some foreign friends' feelings about Chinese culture and other videos, so that students can learn spoken English from different angles to understand China's traditional culture and broaden their knowledge. After class, students can make full use of online class playing platforms such as Superstar, MOOC and Bilibili to learn high-quality English courses, and use social software such as Wechat for real communication, so as to make full use of the fragmented time after class, so as to realize the rapid improvement of their comprehensive quality.

4.CONCLUSION

Cultural self-confidence affects every one of us. Teenagers are not healthy enough and are easily affected by the external environment. Therefore, promoting the popularization of traditional culture in English teaching has a far-reaching impact on the development of society. As English teachers in the new era, they should strive to improve their professional ability, change their teaching thinking, and actively integrate Chinese excellent traditional culture into their daily teaching activities, so that students can increase their interest in traditional culture and improve their cultural self-confidence. [6]

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The Role of College Students' Volunteer Service in Ideological and Political Education

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Abstract: College students’ volunteer service activities is a very important part of ideological and political education. To strengthen students' ideological education and improve the quality aspect, it plays an important role. The current college students’ volunteer service activities become a mere formality and sustainability is not strong, moreover also professionalism is weak. For this problem. This paper takes shaanxi university of science and technology "clearing action" volunteer activities as an example. To discuss how to carries on the ideological and political education in college students volunteer service activities.

Keywords: College students, Volunteer service activities, The ideological and political education.

INTRODUCTION

College students' voluntary service activities are voluntary social service activities with young college students as the main body. It not only makes the students realizing their own value pursuit in the service society, and has far-reaching significance for the construction of socialist core values. College students volunteer service activities is a very important part of ideological and political education. It’s an important part of strengthening college students' ideological and political education and improving their quality.

1.Present situation and existing problems of college students' voluntary service

With the continuous growth of volunteer service team, the coverage of college students' volunteer service is becoming more and more extensive. College students' volunteer service not only promotes students, but also transmits civilization and love, helps to build a harmonious society and promote social progress. However, at present, there are still many problems in the voluntary service activities of college students in China, which need our high attention. For example, the formalization of content, weak persistence and insufficient professional level have hindered the effect of voluntary service in universities to a certain extent.

1.1 Volunteer service activities for college students are only a formality

College students' voluntary service activities are both voluntary and organized. Some college students have a strong sense of utilitarianism in participating in voluntary service activities. There are relatively few students who really come from the heart and volunteer. In order to further enhance the cultivation of students' comprehensive quality, colleges and universities have launched the second classroom education. However, some voluntary service activities become a mere formality, which seriously deviates from the original intention of service and dedication.

1.2 The sustainability of college students' voluntary service activities is not strong

The arrangement and organization of youth voluntary activities in colleges and universities are mostly managed by the Youth League Committee of each school. But the work of the Youth League Committee is tedious and complicated. As a result, voluntary service can not be given due attention under the limited manpower, material resources and financial resources of the management department. In order to enhance the influence of activities, some colleges and universities habitually combine volunteer work with various thematic activities. Although it was carried out vigorously, with the end of the activity, the volunteer work stopped abruptly, and the continuity of the volunteer service activities was lost.

1.3 The degree of specialization of college student volunteer service activities is not high

College students' voluntary service activities are mostly confined to schools and surrounding areas. Volunteers lack opportunities to enter the social environment, participate in social activities and realize self-worth. It is difficult for volunteers to find self-identity in activities. The content of voluntary activities is single and boring, with few professional contacts with students, and mostly stays at basic social services. Such as cleaning the campus, cleaning the road, etc. It can't reflect the knowledge level of college students and the practicality of professional disciplines.

2.The practice of "Qingliu Action" volunteer service project

2.1 Form a complete and continuous activity system

Most of the reasons why voluntary service activities are difficult to sustain are that the activities themselves are not sustainable and the financial support is limited. The “Qingliu Action” volunteer activities have established a unique operating model for the poor sustainability of volunteer activities.

College students use their professional knowledge to investigate river water quality. Use the first-hand data to calculate and analyze the existing problems of water quality. Put forward reasonable suggestions on river management; Take advantage of the team's charitable nature to launch the "Alibaba Charity Three Hours" platform and the "Tencent Donation" platform. Through the online platform to raise funds, and at the same time reach cooperation with major public organizations, get project funding support and guidance, so that ordinary volunteer service activities are sustainable.

2.2 Combining activities with students' majors

"Qingliu Action" aimed at the problems of formality and low level of professionalism exposed in the volunteer service activities of college students, carried out and organized the "Qingliu Action" volunteer activities, conducted surveys and water quality improvement actions on major rivers in Shaanxi. Through the way of voluntary service, organize students of materials, environment and other majors to participate, make use of what they have learned, truly apply what they have learned, combine knowledge with practice, and improve students' mastery and proficiency in knowledge.

The team used the method of taking water along the river to investigate. The team members have a clear division of labor and conduct water quality testing. And combine the learned knowledge with local humanities, geographic environment and other factors to conduct professional analysis of the detection data. Recording the water quality problems and their causes at each sampling point ensures the professionalism and accuracy of actions. Activities enable students to get out of the classroom, go to the grassroots level, and get comprehensive exercise.

3.THE ROLE OF COLLEGE STUDENTS' VOLUNTARY SERVICE IN IDEOLOGICAL AND POLITICAL EDUCATION

Volunteer service in colleges and universities has a history of nearly 60 years, which plays a very important role in cultivating students' practical ability and values. It is an important way of ideological and political education for college students.

3.1 Promote the correct guidance of values

Ideological and political education in colleges and universities undertakes the great mission of training qualified builders and reliable successors[1]. It is its responsibility to guide young students to establish a correct outlook on life, values and world outlook. Volunteer service culture is a part of socialist culture with Chinese characteristics, which embodies the position of socialist core values and is the internal unity of politics and value.

The essence of voluntary service activities is the spread and practice of love and civilization, which is the concrete manifestation of contemporary college students' concern for social and national development. Universities can combine the value-oriented function of college student volunteers to further ideological and political education, enhance the initiative, consciousness and enthusiasm of college students to participate in volunteer service activities, and lead the civilized and harmonious social fashion[2].

3.2 Promote the combination of theoretical knowledge and practice

Volunteer service activities have achieved a high degree of unity between theory and practice in ideological and political education. Participating in voluntary service activities not only consolidates students' theoretical knowledge, enhances their practical ability and subjective emotional experience, but also improves their own quality. Various forms of voluntary service activities can also better release students' personality and nature, and promote students to develop good ideological and moral qualities through the influence of the atmosphere[3].

Universities can improve students' participation rate by improving the conditions of college students' voluntary service activities. They can make full use of the favorable conditions of university campuses, effectively integrate voluntary resources, and organize and lead full-time personnel to make publicity plans and implementation time. Make use of campus website, radio, poster, performance, etc. to do propaganda work, and deepen the volunteer service efforts into the daily life of students. And universities should innovate the organizational model of college students' volunteer service, enhance the continuity of college students' volunteer service, and give full play to the educational function of volunteer service.

3.3. Conducive to the cultivation of patriotic dedication

Entering a new era, patriotic dedication has a new meaning. How to strengthen the patriotic dedication spirit of college students in the new era, and make them be the strugglers and practitioners of patriotic dedication, is undoubtedly a problem that requires serious consideration. Volunteer service activity is a work that does not seek to return, and voluntarily devotes personal time and energy. Its essence is to invest one's own time and energy to do free things. In volunteer service activities, college student volunteers can realize the true meaning of patriotic dedication in practice[4][5].

In summary. Volunteer service activities have played an important role in the ideological and political education of college students. It plays an important role in guiding college students to establish correct values, develop good ideological and moral habits, and comprehensively improve the quality of college students. College students' voluntary service and ideological and political education promote and penetrate each other. Ideological and political education is the foundation of college students' voluntary service and provides the correct direction for voluntary service. As one of the latest carriers of education, college students' voluntary service promotes the development of ideological and political education, broadens the platform of college students' practice, and tests the effect of college students' education[6].

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A Unified Analysis Of the Scientific And Revolutionary Nature of Marxist Philosophy from the Perspective of Practical Turn

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Abstract. Since modern times, the continuous improvement of the natural science system has provided a solid theoretical support for the development of Marxist philosophy,The classical philosophical theory has been fully internalized at this stage and has become an important theoretical source of Marxist philosophy,It has made clear the lack of philosophical theory from the perspective of idealism and pointed out the metaphysical essence of Feuerbach's philosophical theory. At the same time, on the basis of early theories, Marxist philosophical theory has been tested by practice for a long time, thus forming a whole set of philosophical theoretical system suitable for the construction of eastern bloc in the new period,With the gradual deepening of the industrial revolution, it has realized the critical inheritance and development of traditional philosophical theory and accelerated the unity of scientific and revolutionary Marxist philosophy.

Keywords: practice; Marxist philosophy; Scientific nature; Revolutionary; unify

1.INTRODUCTION

Since the birth of Marxism, there has been a discussion of theory and practice in the field of philosophy in the world,The partial negation of Marxist philosophy in the traditional philosophy system means that the process will be extremely long and needs a more complete theoretical support system,Otherwise, Marxist philosophy will also stay in the theoretical research stage, so that it cannot directly participate in social practice. Since modern times, the global research on Marxist philosophy theory has shown a diversified development trend,With the deepening of natural science research and the revolutionary performance in the practice of philosophical theory, it has become the key to the victory of Marxist philosophy and an important prerequisite for the unity of scientific and revolutionary Marxist philosophy.

2.THE PRACTICAL VIEW OF MARXIST PHILOSOPHY

On May 11, 1978, Guangming Daily published a special commentator's article entitled "Practice is the Only Standard to Test Truth", which launched a nationwide discussion on "practice", which laid a foundation for the unified ideological understanding of China's reform and opening up, and was also an important embodiment of Marxist philosophy practice view.

Marxist view of practice points out that practice is the source of cognition, the inexhaustible motive force for the development of cognition and the standard for testing truth. For different social subject environments, Marxist philosophy has strong adaptability, which can meet the actual needs brought by different elements, thus avoiding empirical mistakes and enabling Marxist philosophy to develop in the right direction. Under the leadership of the Communist Party of China, the construction of socialism with Chinese characteristics strictly abides by the relevant requirements of Marxist philosophy and practices the development thinking with practice as the core, which is also an important guarantee for the steady progress of the construction of socialism with Chinese characteristics.

3.SCIENTIFIC NATURE OF MARXIST PHILOSOPHY BASED ON PRACTICE

Marxist philosophy is a comprehensive exposition of the social relations in the process of social development in the new period, and a further study of the historical materialism on the basis of practice,On the basis of the research results of modern natural science, it completes the high unity of the natural outlook and the historical outlook from the perspective of materialism.

In the process of the development of Marxist philosophy, materialism is not regarded as the only theoretical standard, but under the guidance of materialism, natural science is used for introspection, so as to constantly improve the Marxist philosophy system, and explain the phenomena and laws of natural science with Marxist philosophy theory, so that it can become the key force to promote social development. Moreover, the continuous improvement of the modern natural science system is the embodiment of the practicality of Marxist philosophy,Testing whether the natural science theory is correct through practice does not provide more diversified guidance for the development of natural science, promote the further integration of Marxist philosophy and natural science, and enhance the scientific nature of Marxist philosophy.

The sinicization of Marxism is another manifestation of the scientific nature of Marxist philosophy,Based on the philosophical theory of dialectical materialism, it is the guiding ideology of the Communist Party of China to seek truth from facts. On the scientific dimension, the Communist Party of China demands that everything should be based on objective facts, so as to get rid of the mechanical, metaphysical, empirical and incomplete shortcomings of early materialism in social development, and make it a real and pure materialism, namely dialectical materialism.

4.THE REVOLUTIONARY NATURE OF MARXIST PHILOSOPHY

Dialectical materialism under the Marxist philosophy system emphasizes the core position of "man",Therefore, Marxist philosophy explicitly criticizes "egoism" and other "other-only" thoughts, analyzes the old philosophical system from the perspective of human social development, and takes the construction of a new world philosophical system as the ultimate goal, so that the Marxist philosophical revolution can go deep into all fields of society.

From the actual situation, the revolutionary nature of Marxist philosophy is the most thorough and direct,Because it changes the relationship between theory and practice in the traditional cognitive field, it is clear that the theoretical revolution based on practice is the most important, and it is also a priority problem to be solved in the development of modern philosophical theory. First of all, Marxist philosophy has made in-depth research on traditional philosophy on the theoretical level and made a sharp criticism,In this process, the Marxist philosophy system has withstood doubts from different philosophical fields, which has played a positive role in the self-improvement of Marxist philosophy; Secondly, in the field of social practice, Marxist philosophy's attack on ideology is based on social practice, and the concrete manifestation of this practice is the revolution in many fields.

It can be seen from this that the revolutionary nature of Marxist philosophy can still be realized through practice, and opposition is an inevitable result of the development of different philosophical theories, while the opposition of philosophical theories can only be verified through practice, and the authenticity of Marxist philosophical theories can be self-evident. On the basis of inheriting Marxist philosophy theory, the Communist Party of China proved the correctness of Marxist philosophy in the direction by revolutionary means, and combined with the actual situation of China's socialist construction, continuously optimized Marxist philosophy theory, completed the sinicization of Marxist philosophy, and made it a philosophical theoretical system suitable for China's socialist society with characteristics.

5.THE UNITY OF SCIENTIFIC AND REVOLUTIONARY MARXIST PHILOSOPHY

Marxist philosophy based on practice inherits and develops the old materialism, breaks the shackles of the original philosophical theoretical system, and emphasizes the core value of philosophical theory as the spiritual origin, which lays a foundation for the unity of scientific and revolutionary Marxist philosophy.

5.1 New Historical Materialism

At the early stage of the formation of Marxist philosophy, Feuerbach's view of history was deeply studied, in which the relationship between material and spirit became the focus of Marxist philosophy,Feuerbach's view of history deviated from the relevant contents of historical dialectics, which led to its return to the road of historical idealism again. Marxist philosophy comprehensively combs the relationship between material and spirit in historical materialism, and puts forward the perceptual cognition centered on "human", that is, Marxist philosophy is constantly revised through human practice,Thus, a new historical materialism based on Marxist philosophy is put forward, and the scientific and revolutionary nature of Marxist philosophy is unified in historical materialism.

5.2 The discovery of surplus value theory

The development of Marxist philosophy explains the root cause of the deepening social contradictions, which is that the surplus value created by laborers is occupied by the power class without compensation, while the core demands of the labor group cannot be met, and then class contradictions appear on the basis of class, and the theory of surplus value has been perfected in this process.

Utopian socialism negates surplus value, which not only fails to solve the increasingly acute class contradiction, but further worsens the Austrian contradiction,Utopian surplus value theory has seriously affected the development of society. Marxist philosophy points out that capital and labor are not equivalent exchanges in a complete sense,By expounding the relationship between goods and labor, it scientifically explains the multiple attributes of capital, namely variable capital and unchangeable capital,The existence of surplus value is the inevitable result of capital participating in market operation,However, how to rationally allocate surplus value and seek the balance between classes is the focus of Marxist philosophy in economics and sociology.

6.CONCLUSION

The unity of scientific and revolutionary Marxist philosophy is based on the test of theory by practice, which emphasizes the dominant position of "man" in social practice, follows the objective law of social development and critically inherits other philosophical theories. At the same time, integrating the development of Marxist philosophy with natural science, enriching the theoretical system of Marxist philosophy with historical materialism and surplus value theory, laid the foundation for the unity of scientific and revolutionary Marxist philosophy.

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Research Paradigms and Methods of Analysis of Modern Chinese History

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Abstract: Paradigm is the symbol of the study of modern Chinese history. The paradigm includes revolutionary historical paradigm and modernization paradigm. The method of research and analysis of paradigm enriches and deepens the study of modern Chinese history from different aspects, and it is a reform of narrative history. Since the reform and opening up, all aspects of domestic undertakings have developed rapidly, and the national historical and cultural undertakings have also been adequately developed. Under this social and cultural background, there have been controversies about the "paradigm" in the study of modern Chinese history. With the emergence of these paradigms, it is of great significance to establish a scientific academic system based on the criticism and absorption of each research paradigm guided by dialectical materialism and historical materialism.

Keywords: Modern Chinese history; Paradigm research; Method

INTRODUCTION

Paradigmization is a distinguishing feature of modern Chinese history research. Because the paradigm of modern Chinese history research is not as detailed as natural science. The emergence of one paradigm instead of another paradigm is currently in a situation where several paradigms coexist. There are different views on whether the concept of paradigm and paradigm transformation theory in natural science research can be introduced into the field of social science and modern Chinese history. Revolutionary historical paradigm and modernization paradigm explore and analyze modern Chinese history from different perspectives, which are conducive to updating and deepening the continuous development of the study of modern Chinese history, bringing about changes in historical narratives. On the other hand, these paradigms also have their limitations. The research paradigms of modern Chinese history has become the subject of many discussions at home and abroad.

1. REVOLUTIONARY HISTORICAL PARADIGM IN THE STUDY OF MODERN CHINESE HISTORY

The revolutionary historical paradigm is a theoretical paradigm that has gradually formed in modern Chinese historiography since the 1930s, and has occupied a dominant position in the victory of the Chinese revolution. It divides the historical stage with the characteristics of "two processes" and with the symbol of "three peaks" and "eight events". Class struggle is the direct driving force of historical development. As a basic theory and an evaluation of historical events, history is the historical system, the historical figures of the main characters and the research model of the frame of reference. The emergence of revolutionary historical paradigm is the product of revolution. Its formation is inseparable from the influence of Mao Zedong Thought and Soviet history. Its formation plays an important role in promoting the modernization of Chinese history, establishing the discipline of modern Chinese history, and enlightening the crimes of Western imperialist powers. It has stimulated the people's patriotic thought and the cohesion of national strength. It is basically the political and historical system of modern Chinese history discipline system, which can not reflect the entire modern Chinese history. In order to prevent modern Chinese history from becoming a simple history of political events, there are some content in economic history, social history, and cult history works are added with the history of ideological history. However, influenced by revolutionary historical paradigm, these contents are largely anti-imperialist and anti-feudal historical narratives or embellishments. They occupy little space and are not enough to change their contents. From a revolutionary perspective, this narrative system simplifies the class struggle in modern China. Whether it is the compilation and publication of historical documents, or the specific field of academic research and teaching, it emphasizes the anti-imperialist and anti-feudal struggle of the Chinese people and the study of the objects of revolution, that is, the inner ruling class and inner rule. The power of imperialism has neglected the study of system history, class contradictions and contradictions beyond nationality, as well as many aspects of history.

2.MODERNIZATION PARADIGM IN THE STUDY OF MODERN CHINESE HISTORY

After the founding of new China, this kind of modern narrative system was criticized and abandoned as bourgeois idealist historiography, and it no longer exists in the study of modern Chinese history. Yao Weiyuan, an expert on the history of the Opium War, pointed out in his review of the history of the Opium

War published in 1942 that the Opium War was the beginning of China's modernization. He wrote in his preface that the Opium War between British and China (1840-1842) was a historic event in Chinese history. Modern people say that most modern Chinese historians starts from the Opium War, because it was the first time that China began to modernize. Modernization paradigm is a new paradigm based on the theory of social evolution and social development to understand the modern Chinese history. It takes the multi track historical development vision and modernization as the main line, "three contradictions" and "four trends" as the basic indicators, and transforms from "three times model" to "vein", so as to establish a new comprehensive concept of "including revolution rather than excluding revolution". The analytical framework of repositions the research model of modern Chinese history with sufficient signs of modern productivity, economic development, political democracy, social progress and international integration redefines the research model of modern Chinese history. The emergence of modern paradigm is closely related to the change. The theme at that time was the contribution to the western historiography theory and the rise of academic discussion in the field of historiography. It brought new research methods, broadened the research field, provided new historical value and promoted the development. However, from the established conclusion to the limitations of the study of historical problems, there are also imperfect theoretical systems.

3. THE ORIENTATION OF "CHINA-CENTERED VIEW"

The central point of view of China is the summary of the new trend of American academic research on Chinese modern history after 1970s. Under the influence of failure, Western scholars began to rethink the relationship and history between China and the West. They criticized the "shock response" paradigm, modernization paradigm and "imperialism" paradigm. The true history of modern China has exaggerated the role of the West in the process of modern Chinese history, hindered the exploration of modern Chinese social changes from within China, and led to a deadlock in modern Chinese history. The orientation of "China-centered view" promotes the study of modern Chinese history from China's internal factors, which is of great significance in correcting the deviation, and provides a new perspective for observing and studying modern Chinese history and opening up. However, the direction of "China-centered view" is obviously exaggerated. The influence of the West on China's modern times is ignored, and the vitality and influence of China's internal factors, as well as the uniqueness of Chinese history are exaggerated. In fact, while advocating "China's central point of view", Cohen also recognized the bias and limitations of the research direction. Therefore, in the study of modern Chinese history, we should not blindly adopt the research direction of "China's central point of view" and absolutize it. We should not pay only attention to China's internal factors and ignore the external factors.

4. "SOCIETY-STATE" PARADIGM AND CIVIL SOCIETY THEORY

The "welfare state" paradigm is a concrete manifestation of the orientation of "China-centered view". It study development and society with the use of the western theories of "civil society" and "public sphere", as well as the evolution of modern Chinese society from social interaction. There is no doubt that the country has provided a new analytical framework for the study of modern Chinese history, which has led to the dispersion of various disciplines. Basic social research has a relatively unified theoretical approach, a deeper understanding of the problem, a broader and more comprehensive approach. The macro view can be regarded as "an important exploration of social history from China to world history". The "society-state" paradigm is more inclined to the study of social history than the study of political history. The study of social history and the study of political history are not well combined. It has opened up many new fields for the study of modern Chinese history, such as modern chamber of commerce and modern association, teahouse, newspaper, medical treatment, health and environment, religion and race in social history in recent years. Major research advances in health and environment, religion and ethnicity have nothing to do with the orientation of this paradigm. However, any paradigm applied to historical research has its limitations, so the social-state paradigm is no exception.

5. CONCLUSION

In summary, the introduction of each paradigm or theory has its own time context and academic origin, providing new analytical tools and new perspectives for the study of modern Chinese history, enriching and deepening the research methods of modern Chinese history. However, these paradigms and theories can only be used in a specific scope and time. They have some limitations and reveal the true face of modern Chinese history. Therefore, it is necessary to recognize and respect the academic value and contribution of different paradigms and theories in the study of modern Chinese history.

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How Can We Receive Better Higher Education

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Abstract: Higher education has an important influence on our life. Hence, in this paper, a Higher Education System Evaluation Model is established to evaluate the health and the sustainability of higher education system for different countries.To begin with, 6 (PCs) are screened out through Principal Component Analysis(PCA),and then, comparing the 6 PCs of each country to the ideal country through Cosine Similarity(CS), to get the evaluation of health of higher education system. In addition, we use the Grey Prediction(GP) Model to predict the future development and analyze the data through Grey Relation Entropy(GRE). According to the analysis, the QS rankings is roughly matched the results. More importantly, In sensitivity analysis of parameter U, which combines health with sustainability,our model shows good stability.Based on the results, we chose Spain for further analysis.Under the intervention of policy the model set, the development speed of the higher education system in Spain has been greatly improved.
Keywords: Principal Component Analysis; Cosine Similarity; Grey Relation Entropy; Higher Education System Evaluation

1 INTRODUCTION

1.1 Background

In nationwide, various of niational higher education systems, which have their own health and substainability separately. But in which standard can we evaluate a nation have a healthy, sustainable higgher education system? What issues are important? Otherwise, every system has its strengths and weakness.nation goverment should implement institutional policy, which may sometimes in a long-term and also difficult, to approach a more healthy and substainable system. [1]

1.2 Question Description

Develop and validate a model to assess the health of any nation's higher education system;Apply the model to several countries, and select one for futher developing in system;Propose a vision for selected nation to supports a healthy and sustainable system of higher education;Measure health and substainability of selected nation's system of higher education on current and proposed;Propose policy and timeline, measure its effectiveness;Dicuss impacts towards real-world,acknowledge toughness of revolution. [2]

2 MODEL

2.1 Hypothesis

We make the following assumptions about the model process in this paper. The influence of upstream education system can be neglected. ignore the interactions between factors unrelated directly to the higher education system and screen 20 indexs which we believe that there are high correlation of the indexs with higher education system.

2.2 Model Developing

We sperate two parts as current-state and future-state to establish the model to evluate the health of national higher education system, as former state to measure system-nowaday situation while another is for predict system's development to access substainability. Thus, combining two states, we get whole health evluation of nation's system of higher education.The complete model flowchart is as follows. [3]

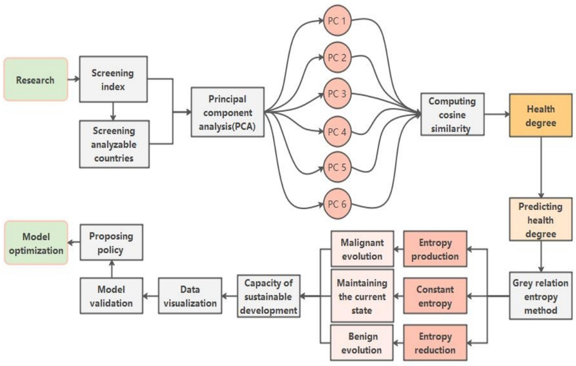

Figure 2.1: the complete model

We screen 20 indicators (See appendix for details.) related to higher education systems from the World Bank, eliminate countries whose data were missing, and use QS Higher Education Strength Rankings for model checking.

Through PCA,we get 6 principal components,Therefore,we can consider that there are 6 indicators for the evaluation of a country's higher education system, and CS is used to compare the assessed country's every factors to the all 6 factors set as the best.For evluating substainability of tertiary eduaction system, GM(1,1) moedl is firstly used to predict future state based on the data obtained, then GREM is used to assess the development in future towards system.

2.3 Model Validating

First, we need to find a way to combine these two indicators.We passed the test and the specific procedure is described in the 2.6 Parameter Sensitivity Analysis below. The parameter U is selected as 50.With the above formula we can calculate the final score of 21 countries ,The top-ranked countries have better current status and/or better future status than the bottom-ranked countries, and therefore have better current health and/or higher sustainability. [4] In general, their post-secondary education system has better overall system health.

We select countries that have an intersection with the QS ranking in the model for comparison in order to verify the reliability of the model .Verification by QS Higher Education System Strength Rankings (HESS) 2018[3].

Country	Total Score	QS	QS Scoore
Netherlands	0.0811	Germany	93.4000
New Zealand	0.0588	Netherlands	84.9000
Spain	0.0576	Spain	75.7000
Sweden	0.0515	Sweden	74.8000
Mexico	0.0192	New Zealand	73.7000
Finland	0.0076	Finland	66.6000
Germany	0.0076	Norway	51.4000
Norway	-0.0011	Mexico	51.0000
Kazakhstan	-0.0045	Kazakhstan	42.5000
Greece	-0.0530	Greece	15.1000

Figure 2.3: Compare with QS Ranking

2.4 Parameter Sensitivity Analysis

By changing different parameters U, the comprehensive scores of 21 countries are calculated respectively, and the results are shown in the Figure 2.8 :

It can be seen that when the parameter U increases, the comprehensive score tends to stabilize. It shows that as long as the parameter U is large enough, the comprehensive score of each country can be calculated well. Therefore, the range of U is increased, and the result is shown in the Figure 2.8 .

Based on this, we choose the value of the parameter U as 50.

3 MODEL APPLYING

According to the results above, Spain's higher education system has a relatively high ranking but there is still room for improvement, thus we select Spain for model applying and further developing.

To improve the higher education system of Spain, we have to develop a set of achievable policies, allowing that the PC score of Spain is equal to that of ideal countries.According to the analysis based on the model, we can know that if we want to change the current state of Spain, we can make some changes in PC3, PC4 and PC6.

3.1 Policy for Spain

We predict the future development of Spain in the next 20 years without policy intervention.

the quality of Spain's higher education system will rise slowly in the next 20 years if there is no emergency state happen. Therefore, our purpose of policy formulation is to accelerate the development. Based on the current condition in Spain, we develop a set of policies:

Increase the number of PhD students enrolled. This policy will influence X3.

Improving the level of welfare such as housing allowance and scientific research foundation for college teaching staff. This policy will influence X15.

Increase government spending on higher education as a percentage of GDP. This policy will influence X6, X12

Increase government subsidies to poor students. This policy will influence X18.

3.2 Spain's Future State with Our Policies

The changes in the next 20 years after implementation of policies are as follow. we can observe that:(1)The score of PC 3 increase more rapidly.(2)The score of PC 4 has went from decreasing to increasing year by year.(3)The score of PC 6 shows a significant improvement.(4)Compared to the situation without intervention for the next 20 years, the CS and total score both have clearly increase and CS is closer to the ideal situation over time,which indicates that the higher education system of Spain is improving and our target is an achievable target.

Assuming that there is no emergency happened, we can draw a conclusion that the policies are effective.

4 MODEL EVALUATION

4.1 Robustness Analysis

By adding noise to the normalized values of 20 indicators from 21 countries, and recalculate principal component and cosine similarity, the result proves that the robustness of our model is relatively well. Under the influence of a certain range of noise, our model has good stability. [5]

4.2 Strengths and weaknesses

Objectively analyzed, the model has many strengths :it's ranking result is compares to QS evaluation from authoritative website.this model is based on a large amount of data,so the stability and robustness of our model are guaranteed. And also,The basic idea of our model can be applied to other ranking systems due to its scientific approach and easy-handled model.But there are also limitations :it does not taken into account the impact of sudden, unpredictable circumstances. The model can be less flexible when the evaluation factors are narrowed down to five or four.

4.3 Model Optimization

There are still some unconsidered factors ,use for further optimization,such as the uneven distribution of educational resources,the political factor,subjective factors such as psychology of students, school visibility, and chance, school policies such as humanistic care and discipline bias ,unachievable indicator and so on.

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Research on Higher Education Based on Entropy Weight Method

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Abstract: This paper mainly studies the higher education system, and uses entropy weight method and fuzzy cluster analysis to determine a healthy and sustainable state for it. Firstly, 13 indicators are selected from 13 aspects to evaluate a country's higher education system, input, process and higher education output. Secondly, 30 countries/regions in all regions of the world are selected, and the data of these countries/regions in 2019 are collected. The TOPSIS evaluation method is used to process the data, and the entropy weight method (EWM) is used to calculate the weight of each index, and finally the scores and rankings of 30 countries are obtained. Finally, 30 countries/regions are classified by fuzzy cluster analysis and divided into five health levels.

Keywords: Fuzzy cluster analysis of TOPSIS evaluation method entropy weight method (EWM)

1.INTRODUCTION

In today's increasingly fierce global competition, higher education is an important position to train high-quality talents, produce cutting-edge knowledge and promote technological innovation. A healthy and sustainable higher education system reflects the comprehensive level and strength of a country's higher education development. Every country should see the advantages and disadvantages of the higher education system and make long-term plans to make full use of its advantages to make up for its disadvantages. In order to realize the sustainable development of higher education system, it is necessary to evaluate the health status of higher education system and use a set of reasonable policies to achieve a healthy and sustainable status. [1]

2.PROBLEM ANALYSIS

When establishing a higher education health assessment system to evaluate countries, only the overall higher education situation of the country is considered, and factors such as unbalanced educational resources caused by political system, religious belief, regional, economic and cultural differences in the relevant countries will be analyzed and studied in detail after the application of the higher education health assessment system. [2] When evaluating and forecasting the relevant countries, the government has a positive attitude towards the development of higher education, can reasonably promulgate policies and give necessary inputs, and keep academic exchanges with other countries in the world. It is believed that social phenomena related to higher education are naturally formed under the joint action of the government and society of the country, and can be explained by the existing social sciences.

3. Establishment and solution of the model

The health status of higher education system is affected by many factors, and the evaluation of higher education system is generally carried out from two dimensions: national input and scientific research results. Firstly, the corresponding indicators of 30 countries are collected. When selecting countries, the representative countries in this region are selected from East Asia and the Pacific, Eurasia, Europe and North America, Latin America and the Caribbean, Middle East and North Africa, South Asia and sub-Saharan Africa. [3] The collected data are collected and integrated to obtain the values of each country's indicators. According to TOPSIS evaluation method, all the indicators are transformed into maximum indicators: minimum indicators conversion (Max-x)Formula for converting intermediate index into maximum index;

After all the indicators are positively transformed, a matrix of country names and indicators can be obtained. It is assumed that this matrix has N countries to be evaluated and M evaluation indicators

$$M = \max\left\{|x_i - x_{best}|\right\}, Xi = 1 - \frac{|x_i - x_{best}|}{M}$$

(which have been positively transformed).

$$X = \begin{bmatrix} x_{11} & x_{12} & \cdots & x_{1m} \\ x_{21} & x_{22} & \cdots & x_{2m} \\ \vdots & \vdots & \ddots & \vdots \\ x_{n1} & x_{n2} & \cdots & x_{nm} \end{bmatrix}$$

In order to eliminate the influence of dimension, this matrix is standardized and a new standardized matrix is obtained:

$$Z = \begin{bmatrix} z_{11} & z_{12} & \cdots & z_{1m} \\ z_{21} & z_{22} & \cdots & z_{2m} \\ \vdots & \vdots & \ddots & \vdots \\ z_{n1} & z_{n2} & \cdots & z_{nm} \end{bmatrix}$$

Calculate the proportion of the index value of the ith item under the jth index p_{ij} :

$$p_{ij} = \frac{z_{ij}}{\sum_{i=1}^{n} z_{ij}}$$

Calculate the entropy value of the j index: according to the definition of information entropy in information theory, the information entropy of a group of data:

$$E_j = -\ln(n)^{-1} \sum_{i=1}^{n} p_{ij} \ln p_{ij}$$

According to the calculation formula of information entropy, the information entropy of each index is calculated as follows $E_1, E_2, \ldots, E_k$

Calculate the weight of each index by information entropy;

$$W_i = \frac{1-E_i}{k-\sum E_i} (i = 1, 2, \ldots, k)$$

Index	Entropy weight
QS academic ranking of world universities (Top 500)	0.0421
ARWU academic ranking of world universities (Top 500)	0.0245
Number of SCI publications	0.0362
Scientific publications	0.0669
Patent application	0.0316
Industry-university-research cooperation	0.1088
Teaching critical thinking	0.1042
Number of international floating students entering/1000	0.049
Employer evaluation of higher education graduates	0.1142
Proportion of higher education expenditure to total expenditure	0.1254
Public education expenditure accounts for total expenditure	0.1263
Total graduation rate of higher education	0.0783
Enrolment rate of higher education	0.0927

Table 1 Entropy weight of 13 indexes

country	aggregate score	ranking	country	aggregate score	ranking	country	aggregate score	ranking
United States of America	0.328	1	Sweden	0.230	11	Italy	0.172	21
Singapore	0.283	2	Finland	0.230	12	Indonesia	0.169	22
Australia	0.266	3	Norway	0.214	13	Argentina	0.166	23
Britain	0.264	4	Israel	0.211	14	Mexico	0.159	24
Switzerland	0.250	5	Japan	0.207	15	Colombia	0.159	25
Denmark	0.238	6	Malaysia	0.202	16	South Africa	0.157	26
the Netherlands	0.237	7	France	0.202	17	India	0.154	27
Germany	0.235	8	Russia	0.192	18	Ukraine	0.149	28
China	0.234	9	Chile	0.188	19	Brazil	0.141	29
New Zealand	0.232	10	Spain	0.179	20	Jordan	0.137	30

Table 2 Score table of 30 countries

Using fuzzy cluster analysis to the total scores of 30 countries, the health degree of higher education system can be divided into five categories: the first level is over 0.30 in the United States, the second level is 0.24-0.30 in Singapore, Australia, Britain and Switzerland, the third level is 0.22-0.24 in Denmark, the Netherlands, Germany, China, New Zealand, Sweden and Finland, and the fourth level is Norway, Israel, Japan, Malaysia, France and Finland Spain, Italy, Indonesia, Argentina, Mexico, Colombia, South Africa, India, Ukraine, Brazil and Jordan are 0.13-0.18. Countries in the fifth grade need help in the health status of higher education system. [4]

3.Conclusion

At first, the corresponding indicators of 30 countries were collected, and all the indicators were transformed into maximal indicators according to topsis evaluation method. Secondly, the entropy weights of 13 indicators were obtained by selecting TOPSIS entropy weight method for data distribution types.[5] Finally, 30 countries were divided into 5 categories by clustering analysis directly according to scores, which can calculate the ranking of higher education health in countries all over the world and has wide applicability.

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Performance Analysis of Music impact based on K-means clustering algorithm

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Abstract:Since entering the 20th century, music has developed rapidly and exerted a certain influence on politics, economy, culture, science and technology. Now music has become an indispensable part of people's life. The paper analyzed the total number of released songs of each genre and the line chart of the number of released songs of each genre over time, and analyzed the inflection point of the curve to get the turning point in the process of music development.

Keywords: PCA , K-means clustering, Cosine similarity, ARIMA, temporal influence network model

INTRODUCTION

Music is a part of human society and has become an important part of the world cultural heritage[1]. In the process of creating music, many factors influence the artist, including his talent, social or political events, technology and personal experience, as the paperll as the influence of other artists. Artists may influence each other, and different artists may have different influences. Some artists may be innovators in music, and a series of artists work together to promote the transformation of music types. Therefore, it is particularly important to understand the development and change of music in the whole society over time, to develop a model to measure the influence of music, and to examine the evolution and revolutionary trend of music artists and genres.

1.MUSIC COSINE SIMILARITY MODEL

Cosine distance, also known as cosine similarity, uses the cosine value of the angle betthe paperen two vectors in a vector space as a measure of the difference betthe paperen two individuals. The closer the cosine value is to 1, the closer the angle is to 0 degrees, that is, the more similar the two vectors are. This is called "cosine similarity".

In the preprocessed full_music_data, select the first 8 songs, and calculate the music similarity betthe paperen the 8 songs according to the two-dimensional index data after dimensionality reduction by Principal Component Analysis.

It can be seen that the more similar the songs are, the darker the color in the heat map, and the similarity betthe paperen the songs can be calculated based on the cosine similarity, and a model to measure the similarity of music can be established[2].

Three musicians the paperre selected from Country, Pop/Rock, and Jazz genres to conduct similarity measurement analysis[3]. It can be seen that there are obvious differences in similarity betthe paperen different genres. In the above-mentioned similarity heat map, there are three obvious color gamuts, which are the similarities betthe paperen the three genres[4-5].

According to the analysis of the above figure, the similarity of artists within the genre is close to 1, indicating that the styles of artists within the genre are very similar. The similarity betthe paperen Country and Jazz is about 0.5[6], indicating that the two schools influence each other and there is a greater correlation betthe paperen the two schools. The similarity betthe paperen Pop/Rock and Country is close to -1, indicating that the two genres are not similar and there is no correlation betthe paperen the two genres. The similarity betthe paperen Pop/Rock and Jazz is close to -0.75, indicating that the two genres are relatively dissimilar and there is no obvious correlation betthe paperen the two genres.

2.K-MEANS CLUSTERING MODEL

2.1 Introduction to k-means clustering model

Clustering analysis is a center-based clustering algorithm (K-means clustering). Through iteration, samples are divided into K classes, so that the sum of the distance betthe paperen each sample and the center or mean of the class to which it belongs is the smallest. Unlike hierarchical clustering and other clustering algorithms based on fields, fast clustering analysis is clustering based on samples.

2.2 Clustering Analysis of Artists

The results of quantitative data differences show that based on pca1 and pca2, the significance P value is 0.000***, which is significant at the level. The null hypothesis is rejected, indicating that different categories have significant differences in pca1 and pca2, which can be based on the mean Analyze the difference in ±standard deviation.

Tab.1 Cluster summary

Cluster	1	2	3	4	5
1	-	2.060	2.737	1.869	4.568
2	2.060	-	3.681	3.781	2.762
3	2.737	3.681	-	2.073	4.789
4	1.869	3.781	2.073	-	5.878
5	4.568	2.762	4.789	5.878	-

After 30 iterations of the kmeans clustering method, the paper can group artists into 5 categories according to their musical characteristics, and get the distance betthe paperen the cluster centers of the 5 categories and the cluster centers. Big differences, but artists of the same category have greater similarities. In the kmeans clustering method, the paper use cosine similarity as a measure of distance, and introduce the music similarity measurement model established above as an evaluation index to cluster artists.

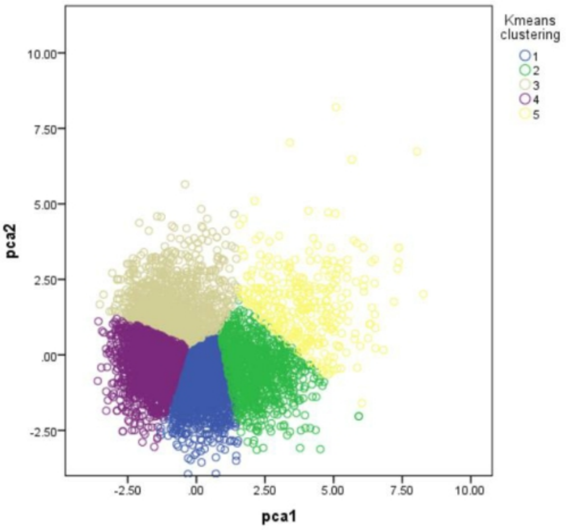

Fig.3 Clustering visualization

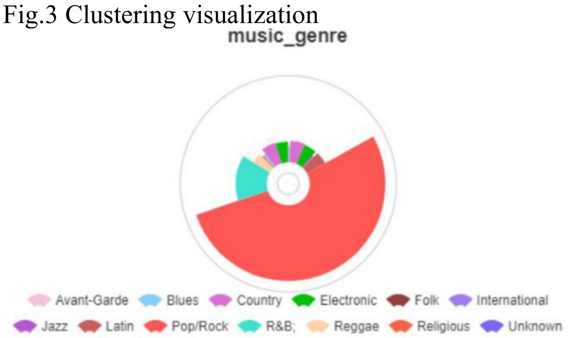

Fig.4 genre label distribution in a cluster

According to the characteristics of the artists obtained by the principal component analysis method for dimensionality reduction, it can be seen that the distribution of different artists on the two-dimensional plane has obvious boundaries. It can be seen that the clustering effect is excellent, and the differences betthe paperen different categories are obvious.

Selecting the artists in category 1 for analysis, it can be seen that most of the artists in category 1 are pop/rock genres, and there are fethe paperr musicians in other genres. It can be concluded that among musicians clustered into the same category, a certain genre has the largest number of musicians, indicating that musicians of the same type are more similar and have greater similarities in musical characteristics. The small number of other genres in the same category shows that different types of musicians have obvious differences. Through k-means cluster analysis and measurement, it can be concluded that artists of the same type are more similar than artists of different types.

3.CONCLUSIONS

Modeling from the graph data structure allows us to capture features that relational data cannot describe, such as node out-degree and dynamic connection properties, which helps us build more robust models of influence propagation. But on the other hand, the paper have not fully excavated the influence network. In the analysis of influence inheritance relationship and music creation style, the paper mainly analyze from the local part of the network, thus missing the global nature of data.

The improvement direction of the solution mainly includes the following points: larger data volume, more diversified information, and more complete time series. Due to the unidirectional and temporal nature of existing influence relationships (edges can only be pointed to later nodes from earlier nodes), the paper cannot track temporal communities on influence network. Given more frequent and intimate interactions betthe paperen artists (such as what they say on social networks), the relationships and communities in influence networks could be made clearer.

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Thoughts on Strengthening Psychological Education of College Students in the New Period

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Abstract: Under the background of the new era, due to the increasingly fierce social competition, college students are facing more and more pressure, which leads to the increasingly serious mental health problems of college students in recent years, and has developed into a key problem that puzzles the normal life and healthy development of college students. Strengthening college students' psychological education in the new period has become one of the key research topics in universities. Based on this, this paper mainly expounds the current mental health problems of college students, and puts forward specific strategies to strengthen the psychological education of college students in the new period, aiming at providing a strong reference for relevant staff.

Keywords: strengthening psychological education, college students, new period

1.INTRODUCTION

With the deepening of our understanding of the relationship between man, society and nature, the CPC Central Committee has proposed that building a harmonious society should be people-oriented and socialist builders with harmonious development of body and mind. However, the data survey results show that the mental health status of college students in many universities in China is not optimistic. In the new period, college students' mental health education has become an important part of modern higher education, which is of great significance to realize the educational goal of cultivating college students with harmonious physical and mental development. At present, whether the mental health education of college students is consistent with the actual mental health status, whether it is consistent with the concept of building a harmonious society, and how to strengthen the mental health education of college students more efficiently is worth pondering.

2.THE CAUSES OF MENTAL HEALTH PROBLEMS OF COLLEGE STUDENTS

(1) Environmental changes

For most college students, entering the university campus means that they are far away from their hometown and relatives, and need to start an independent life, which puts forward higher requirements for their autonomy and self-consciousness, but some students have become accustomed to the "nanny-style" lifestyle before college. After entering the university campus, it is difficult to adapt to the completely different way of life and study, and there is a lack of goals and plans for university study and life. Over time, the inadaptability caused by this environmental change eventually led to a series of mental health problems of college students. [1]

(2) Academic burden

University and middle school learning is completely different. In the process of university learning, it is entirely for college students to arrange their own learning time. In the classroom, library or social training institutions without teaching arrangement, they can carry out learning, constantly enrich their knowledge and lay a solid foundation for entering the society.However, most college students have poor self-control ability, lack of interest and motivation in learning, and can not stand the temptation of games and entertainment. They put their time in Internet cafes, dormitories and stadiums except for class, which leads to their learning lagging behind and failing to keep up with the pace of teaching, resulting in a lot of bad psychological emotions such as inferiority and self abandonment.

(3) Interpersonal relationship

Colleges and universities can be said to be the buffer zone for students to enter the society. In addition to completing their own studies, college students also need to deal with various interpersonal relationships, and learn how to communicate with teachers, roommates, seniors and classmates.Before entering the University, some students are relatively lack of interpersonal experience, which easily leads to problems in the process of transformation and adaptation, and the relationship with teachers, classmates and even lovers becomes tense, which has a great impact on their mental health.Especially for college students in the period of ignorance, heterosexual communication is often the biggest influencing factor of College Students' mental health. When facing the problem of lovelorn, it is difficult to overstep, which leads to mental health problems.

3. STRATEGIES FOR STRENGTHENING PSYCHOLOGICAL EDUCATION OF COLLEGE STUDENTS IN THE NEW ERA

(1) Developing mental health education courses

"Several opinions of the CPC Central Committee on Further Strengthening and improving school moral education" clearly stipulates: "we should carry out mental health education and guidance for students of all ages in different ways, help students improve their psychological quality, cultivate healthy personality, and enhance their ability to withstand setbacks and adapt to environmental changes.".College students are in an important turning point in their life, which is a critical period for the formation of world outlook, outlook on life and values. All kinds of psychological problems and mental distress will emerge in endlessly at this stage. It is particularly important to carry out mental health education courses.Colleges and universities should incorporate the mental health education of college students into the daily teaching system, make clear the specific teaching tasks and objectives, compile books and textbooks that meet the characteristics of college students, help them learn systematic mental health knowledge, let them deeply understand the laws and characteristics of their own psychological development, and master certain common sense of self psychological protection,In order to achieve self-regulation, self-control, self-growth.

(2) Carrying out psychological consultation service

Psychological counseling is an indispensable way to strengthen the mental health education of college students in the new period. Through the psychological counseling service of individuals and groups, it can effectively alleviate the psychological distress of college students, prevent the psychological diseases, and help them have a certain psychological endurance.At present, all colleges and universities have carried out some psychological counseling services, but there are still many deficiencies. [2] Colleges and universities should establish a special psychological consultation department in conjunction with the student office, the Youth League Committee and the security department, introduce professional psychological counselors, regularly provide psychological health guidance to college students, and deeply understand the psychological changes of college students, so as to achieve a targeted goal.

(3) Pay attention to improve the comprehensive quality and ability of College Counselors

In the process of solving the mental health problems of college students, the role of college counselors is particularly prominent.In order to improve the quality and effect of College Students' mental health counseling, first of all, college counselors must pay attention to their comprehensive quality and ability, and must have good emotional quality, motivation quality and psychological quality.Secondly, we should sum up experience in class management, expand knowledge and improve professional level, so as to solve different mental health problems of different college students. We can combine mental health education and ideological and political education organically to help college students form a correct concept of dealing with people, so as to better cope with the changes of environment, interpersonal relationship and academic situation. [3]

(4) Strengthening college students' social practice

Practice is the only standard to test the truth, and it is also an important link to improve the mental health of college students.Colleges and universities can regularly organize college students to participate in rich and colorful social practice activities, such as local volunteers, visiting the elderly in nursing homes, and on-the-spot visits to enterprises, which can help college students become more mature in mental health, enhance their ability to withstand setbacks and self-regulation, and gradually internalize the "externalized" mental health knowledge into good psychological quality,Participation in social practice is also conducive to help college students gradually overcome their own personality defects and psychological problems. [4]

4.CONCLUSION

In a word, college students' mental health education is an important part of the ideological and political education in Colleges and universities. The mental health problems of college students can not be separated from the collaborative efforts and cooperation among various departments in Colleges and universities.Therefore, the relevant educators must attach great importance to the development of mental health education for college students, incorporate mental health education into the daily courses of colleges and universities, put themselves in a position to solve the mental health problems of college students, take various forms of activities, pay attention to broaden the horizons of college students and improve their psychological quality,It is conducive to the cultivation of high-quality talents for China's socialist construction. [5]

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Potential Challenges and Opportunities for Scottish Fisheries

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Abstract: Fishing is an important industry in Scotland and the backbone of many Scottish companies. But as global ocean temperatures change, some fish, such as Herring and Mackerel, are migrating in search of warmer waters. We modify the empirical formula based on some principles, and get the model: SST = a3 (Year) + a2S1(Lat) + a1S2(Lon) + a0. Then we use cubic spline interpolation to fit the curve of SST changing with latitude and longitude, and the corresponding functional relations S1 and S2 are obtained. SST is calculated by taking S1() and S2() into the model, and then taking 4 sets of data to solve the coefficients ai (i=0,1,2,3), which is the final expression of SST. The migration of Herring and Mackerel in the North Atlantic over the next 50 years is made according to the expression and the suitable survival temperature of the two species (figure 1) . The model can be used to predict the sea surface temperature of the North Atlantic in any year with different longitude and latitude.

Keywords: Cubic spline interpolation, Distribution Prediction Model, Fisheries

1.INTRODUCTION

Ocean temperature is an important factor affecting the living environment of marine life. The great changes of Global ocean temperatures may lead to the migration of some ocean-dwelling species. For example, because of seawater‘s heating up, lobster population of Maine[1], USA, slowly migrate north to Canada for a suitable habitat. Migration of marine life may affect the economic stability of fishing companies.

In Scotland, Scottish Herring and Mackerel are important economic sources of Scottish fishing. However, the increase of global ocean temperatures may cause the migration of Scottish Herring and Mackerel from their current habitats near Scotland These two fish species are important to the fishery economy[2] and changes in the location of Herring and Mackerel populations could affect the development of small Scottish fishing companies, which use fishing vessels without fresh-keeping technology.

2.ANALYSIS AND SOLUTION OF SCOTTISH MACKEREL AND HERRING DISTRIBUTION PREDICTION

2.1 Distribution Prediction Model Preparation

(1) Data Processing

In finding the relationship between sea surface temperature (SST) and latitude changes, we averaged the latitude range of the independent variable.

In finding the functional relationship between sea surface temperature (SST) and latitude and longitude, we used cubic spline interpolation to fit the data, and then smoothed the function.

(2) Assumptions

Since the water temperature in the area where Herring and Mackerel live does not change much with depth[3], it is assumed that the temperature of the area where they live is sea surface temperature.

(3) The Foundation of Model

The basis of our model is a Temperature Model with the following formula:

$$\text{Temperature} = \beta4(\text{Year}) + \beta3S3(\text{Day}) + \beta2S2(\text{DCSE}) + \beta1S1(\text{CSE}) + \beta0 + \varepsilon \quad (1)$$

Where CSE is the distance along the CSE axis from the start of the axis (in the south) to the projected sample position, DCSE is the distance from the sample site to the projected position, day is the number of days elapsed in the year, from 1st of February (day32) to 31st of January (Day 386).Year is the year of the observation and, S () is the penalized cubic regression spline smoothing function implemented in the “ mgcv”-R-package as cardinal spline

Day, CSE and DCSE therefore model the model as a smooth forecast variable and set the smoothing parameter (k = knot number) to 3.

3.DISTRIBUTION PREDICTION MODEL ESTABLISHMENT

The above formula has initially formed the relationship between sea surface temperature (SST), latitude and longitude[4], and year. Based on the above formula, we have modified the model to make it more suitable for our problem solving ideas and more convenient for our problem solving process. The transformed model is:

$$\text{SST} = a3(\text{Year}) + a2S1(\text{Lat}) + a1S2(\text{Lon}) + a0 \quad (2)$$

First, according to Data sheet for SST as a function of latitude (Table 1), we use the cubic spline interpolation method to obtain the functional relationship between the Atlantic Sea Surface Temperature (SST) and latitude.

Table 1 Table of SST Variation with Latitude

Latitude /°N	5	15	25	35	45	55	65
SST/℃	26.6	25.8	24.1	20.4	13.4	8.7	5.6

Then, We use the same method to find the functional relationship between Sea Surface Temperature (SST) and longitude (Table 2).

Table 2 Table of SST Variation with Longitude

Longitude /°W	10	15	20	25	30	35	40
SST/℃	27.3	26.2	27.4	27.5	28.6	28.8	29.2

Next, we combine S1 (Lat), S2 (Lon) and equation (2) into a system of equations. In order to understand the four unknowns of the equation (2), we need 4 sets of data (each set of data includes latitude, longitude, year and its corresponding Atlantic Ocean Surface Temperature (SST)). The problem is that there is not a data set that contains all four variables. So we refer to the Atlantic Ocean Sea Surface Temperature (SST) data table from 2000 to 2011, and use formulas S1 () and S2 () to obtain four sets of latitude, longitude and year data at the same temperature. The data table(Table 3) is as follows. We bring these four sets of data into equation (2), and use software to solve the parameters a0, a1, a2, a3. We figure out that a0 = -2348.9287; a1=-3.0556; a2=-4.9447; a3=1.2178.

Table 3 Table of SST, Year, Longitude, Latitude

SST/℃	12.5	12.9	14.0	14.4
Year	2000	2002	2007	2008
Longitude/°W	11	25	20	30
Latitude/°N	62	62	58	60

So the formula (2) is:

$$SST = 1.2178 * Year - 4.9447*S1(Lat) - 3.0556*S2(Lon) - 2348.9287 \quad (3)$$

4.RESULTS

According to Formula (2), we get the latitude and longitude distribution of 2021 and 2070 under the temperature boundary of two kinds of fish, the Mackerel (shown) will gradually migrate from the Green Line to the Blue Line between the Green Line and the Blue Line. The Herring (shown) will gradually migrate from the Black Line to the red line between the black line and the red line (Figure 1).

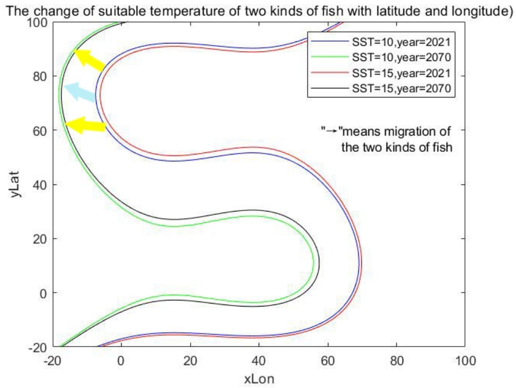

Figure 1 Time-lapse migration images of two species of fish

5.CONCLUSION

Herring and Mackerel in the North Atlantic are migrating to the northwest in search of a comfortable temperature to survive in the warmer waters of the global climate. This is consistent with our model results.The mackerel and herring have different distributions due to their suitable living temperature. However, there are overlaps in their distribution, which can be included in the company's fishing scope and site selection factors.

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