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Application Of Data Encryption Technology in Computer Network Security

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Abstract: With the improvement of our social and economic level, the development of science and technology is rapid, the computer network is widely applied to every field in our country. In the process of the development of computer network technology, the security problem has been highlighted gradually, which has been paid close attention by people. In recent years, in order to ensure the security of data information, some research issued a variety of computer encryption technology, can greatly improve the security of the computer. In the following, the application of data encryption technology in computer network security will be studied to provide reference.

Keywords: Data encryption technology; Computer network security; Application

1. INTRODUCTION

In the process of our social and economic development, the development of the computer corresponding to the various attacks on the network means have been produced, now network security has become a social focus. As an important means of information transmission, computer network information transmission can break through the limitations of time and space and bring great convenience to People's Daily life and work. the data encryption method can guarantee the security of network information, prevent virus intrusion and improve the security of information transmission.

2. ABOUT DATA ENCRYPTION TECHNOLOGY

2.1 Symmetric encryption technology

Data encryption technology is the application of cryptography knowledge to encrypt important data information in the computer, using the encryption function to change the data, make it more fuzzy, so as to safely transmit it to the receiver, the receiver can use the decryption key to restore, obtain the required data information, symmetric encryption technology is also known as the shared key encryption technology. the sender and the receiver can use the same key to encrypt and decrypt data. Both parties must be protected from leakage during data transmission to ensure complete and secure data transmission.

2.2 Asymmetric encryption technology

Asymmetric encryption technology means that the sender and the receiver use different keys for encryption and decryption. This technology is also known as public key encryption technology, which is divided into public key and private key according to two processes. From the development status of technology, private key is still to be studied. Asymmetric encryption technology can

realize data transmission without exchanging key, which can ensure the security of data transmission.

3. SOME FACTORS AFFECTING COMPUTER NETWORK SECURITY

3.1 Computer network vulnerability

At present, the computer operating system has been able to operate with multiple users, there are different data receiving in the same host, which may be the data transmission target. In this case, the network operation will leave loopholes, affecting the security of data, there will be hackers deliberately attack vulnerabilities and computer network platform.

3.2 Computer viruses

Computer viruses are usually attached to other programs to bring harm to the computer, will bring a great threat to network security, has the characteristics of fast spread, wide range of influence, once the invasion is difficult to remove, will affect people's normal life and work, bring irreparable economic losses. After the network platform is invaded by viruses, data transmission and reception will lead to computer poisoning, and even direct paralysis and loss of important information [1].

3.3 Information leakage of the server

In general, computer system programs will have vulnerabilities, which will give network hackers an opportunity to steal important information of the system server. When computer programs go wrong, hackers may attack the network system, causing the system to fail to operate normally and posing a great threat to data security [2].

3.4 Illegal invasion of computers

Some illegal intruders will use some well-known institutions to steal customer information, change into their own IP address, to steal the purpose. These illegal intruders generally obtain data files such as user password and IP address after monitoring for a period of time, and then log in to the system to steal data information [3].

4. THE APPLICATION OF DATA ENCRYPTION TECHNOLOGY IN COMPUTER NETWORK

4.1 The application of link encryption technology

Link encryption technology is usually applied to multi-section data encryption, which divides transmission lines for different areas. This multi-encryption method for different sections can ensure the security of data transmission, mainly in ciphertext, because the transmitted data is fuzzy and has strong security for the receiver. In the use of chain encryption technology, will also be applied to fill technology, so that different sections of the data information in the length

characteristics of the difference, can strengthen the data security, even if there is a hacker can not be cracked.

4.2 Application of node encryption technology

Node encryption technology mainly protects the transmission line of data information to ensure data security. It encrypts multi-transmission data so that there is no clear text in information transmission. In this transmission mode, information on both sides must be in clear text; otherwise, information confidentiality and security will be affected.

4.3 The application of end-to-end encryption technology

The end-to-end encryption technology enables the information to be transmitted in ciphertext and eliminates the two steps of encryption and decryption. Compared with other encryption technologies, it has stronger security and tightness in data transmission. the end-to-end encryption technology is simple to operate and easy to implement in the computer system. In the operation of the system, the data is transmitted in an independent form. Even if there is an error in the data packet, the integrity of the data information will not be affected. the technology can also encrypt the recipient independently, not the original recipient can not decrypt, which can provide a great guarantee for data security and confidentiality.

4.4 Application of key cryptography technology

Keys include encryption and decryption, which can be divided into the following two types: private key and public key. Both of these types of keys are highly secure, but have some defects in practical applications. If the private key is approved by both parties, the same key is used. However, different purposes may cause trouble and cause errors. In this case, the public key can be used to encrypt all the transmitted information and decrypt the files after the receiver receives them, which can avoid some unnecessary troubles. For example, when shopping with a credit card, the decryption key of the store terminal can read the personal information stored in the credit card and send it to the credit card company for authentication. the customer's consumption record will be left in the store, and the personal information will be leaked if hacked. Therefore, many people worry that their credit card passwords will be leaked and require the use of encryption technology. the key and password technology means that the store cannot continue to read the personal information after being confirmed. the credit card company needs to decrypt the personal

information to determine whether the credit card can be read, which can greatly improve the security of credit card transactions.

4.5 Application of digital signature authentication technology

Authentication technologies can not only ensure network security, but also verify user information. Among them, digital signature technology is the most common, which is based on encryption technology for encryption and decryption verification. Private key and public key are the most used in authentication technology. the private key is authenticated by both parties, and both parties use the same key. Therefore, tampering risks exist. Third-party controls can be introduced to reduce such risks. A public key uses a different algorithm and requires only the recipient to save the key. For example, in the domestic tax industry, with the increase of tax business, digital signature security authentication system has become the guarantee of tax processing, and has been paid attention to.

5. CONCLUSION

As can be seen from the above, in the information age, the network has been popularized in China, and network viruses and rogue software emerge in an endless stream, which makes network security more and more important. Only the establishment of protection system is far from enough, even if the operating system technical level is high, it will be destroyed, need to strengthen the network security management under the perfect protection system, the application of the latest technology to protect the interests of users, learn from the previous experience for innovation and optimization, to protect people's information security.

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This Paper Discusses the Application and Development Trend of Computer Software Development Technology in the New Era

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Abstract: In recent years, along with the rapid development of information technology industry in our country, all walks of life are gradually turning to information, intelligent and digital transformation, among which the computer technology has been widely paid attention to by the society, and some software and programs in the computer have been widely used in various industries, but in order to make the current Chinese computer technology to meet market demand, It is also necessary to continuously improve and innovate computer software development technology to lay the foundation for social development, economic development and scientific and technological development in the new era. In this paper, the author analyzes the current situation of computer software development technology, and finally expounds the application of computer software development technology in the new era. Finally, the development trend of computer software development technology in the new era is discussed.

Keywords: New era; Computer software; Developing technology; Application; Development trend

1. THE STATUS QUO OF COMPUTER SOFTWARE DEVELOPMENT TECHNOLOGY

Although we say that the computer industry's development time is relatively short in our country, but since it has been produced in a short period of several decades the computer industry has made tremendous changes. Not only to our country's social development, the economic level and scientific and technological progress has brought great help, but also has facilitated People's Daily life and enhanced work efficiency. Therefore, in this case, many colleges and universities in China are stepping up the opening of computer courses. the main reason is to adapt to the development of the Times. For example, computer software has opened up the barriers of information exchange in various regions. Therefore, at present, there are more and more people in the computer industry in the society, and gradually the supply exceeds the demand. This is not conducive to the development and progress of the computer software development industry in our country.

2. THE APPLICATION OF COMPUTER SOFTWARE DEVELOPMENT TECHNOLOGY IN THE NEW ERA

2.1 Prototyping method

In the process of creating computer engineering, in order to complete the work with high quality and high

efficiency, a suitable design scheme and method must be selected. In the process of computer software development technology, prototyping method is a more common way, computer software development technicians through the prototype form of software development, In the process of development, technicians can not only develop software based on the actual situation of users, but also constantly improve and improve it according to user needs, which is of great help to meet customer needs [2]. In addition, the use of prototyping method can provide customers with a good service effect, but also help computer software enterprises to reduce costs, but this development method has certain limitations, can not be used in large-scale computer software development.

2.2 Hierarchical technology

Hierarchical technology is a frequently used method in computer software development technology. This hierarchical technology can reduce the practical steps in computer software development, but it will not affect the software effect. Therefore, layered technology in computer software development technology has the characteristics of strong stability and good effect, which can help computer software developers.

2.3 Life cycle method

Life cycle method is a structured development method, but because the implementation process of life cycle method is more complicated and complicated, so it has high technical requirements for technical personnel, but compared with other technical content, life cycle method has advantages. For example, in the actual computer structured system, the effect of life cycle method is very mature, and can also effectively solve a variety of complex problems in the system [3]. Compared with other hierarchical technology methods and prototyping methods, the life cycle method pays more attention to the overall layout of the system. the system development will divide the whole process into multiple stages, which can effectively solve the difficult and complex problems in the development process. Moreover, the multi-stage and multi-link development mode can greatly improve the efficiency of computer software developers.

2.4 Embedded software development

Due to the popularity of various electronic software and electronic equipment, computer software development has become an important part of it, so embedded software development has attracted the attention of all walks of life. Firstly, the implementation of this kind of

software development is mainly divided into the following steps: First, the demand analysis, as the name implies, according to the demand analysis of electronic software and equipment; Secondly, embedded software design should be carried out according to these requirements, but the content should meet the usage requirements. 3. Complete the design, complete the software development according to the design drawings and content; Fourth, the final test through the functional requirements, design requirements, can be used after meeting the requirements. In addition, in order to ensure the development efficiency of embedded software development, component development mode can be used. the process of this method is to apply the system, extract the domain commonalities, component libraries and new systems, etc. the implementation of component development mode requires the support of component warehouse, which can ensure the efficiency and quality of the entire embedded software development.

3. THE DEVELOPMENT TREND OF COMPUTER SOFTWARE DEVELOPMENT TECHNOLOGY IN THE NEW ERA

First, the computer software technology will gradually turn to networking transformation, because of the rapid development of Internet technology in our country, all industries are gradually turning to networking transformation, so the computer industry as the important link of the Internet, the future development trend of computer software development must be networking, through various software content to bring help and change to People's Daily life. And through the transformation of the network gradually strengthen the connection between people and computers, so that people, people and the world closer and closer.

Secondly, the service function of computer software technology is getting better and better. At the beginning, the development of computer software technology is to help people solve problems in daily life. However, with the continuous improvement of information technology level and in-depth research of computer software technology, computer gradually becomes an important factor leading social development and national scientific and technological progress. the most fundamental principle is to serve human beings, so the future development focus of computer software technology must be service.

In addition, because of the intelligent development of computer software technology, not only help people solve a lot of problems in life, but also help the national science and technology to break through the bottleneck,

so in the process of continuous development of information technology, computer software technology will gradually to intelligent, automatic transformation.

Finally, computer software technology will gradually develop in the direction of development, which mainly focuses on the communication of technical personnel, researchers and other professionals. Computer personnel of all parties learn from each other through technical exchanges and make continuous progress, so as to develop computer software with better software quality and excellent service level, and finally realize the comprehensive development of the entire computer industry.

4. CONCLUSION

To sum up, people's future life will gradually become networked and intelligent development, which is also the current trend of development. Computer software, as an important way of serving people, can not only provide convenience for People's Daily life, study and work, but also promote the development of science and technology. Therefore, our country must strengthen attention on computer software technology. So that we can compete better with other countries. In this paper, the author analyzes the current situation of computer software development technology, and expounds the application methods of computer software development technology, such as prototyping method, layered technology method, life cycle method, embedded software development, and finally discusses the future development and direction of computer software development technology.

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Study On the Realization Way of Integrated Management of Library, Information and Archives

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Abstract: Library information and archives management is an important way to enrich resources, and it is of great significance to improve the level of resource allocation. In the face of the current development situation, their management efficiency is not high, especially in the management methods and management consciousness need to be improved. the integrated management of library, information and archives has aroused great attention in related fields. Different views are put forward on it, but there are differences in logic and concept. Based on this, this paper introduces the relationship between library and information archives, builds a database according to relevant information, forms a standard management system, and provides reference for the personnel engaged.

Keywords: library and information archives: Integrated management: the way to achieve

1. INTRODUCTION

With the development and progress of the Times, in order to keep pace with the Times, the library makes the working mode of information increasingly. In order to meet the needs of the society for information, books and information are combined to build an integrated management system. According to the current development situation, archives work is always in an independent state, requiring books, information and archives to be strengthened on a certain basis, but the three still maintain a cooperative relationship. In this case, most libraries begin to integrate information resources, constantly innovate the mode of resource integration, and explore more methods and paths. Nowadays, the extensive application of information resources has become the inevitable trend of the development of the information age, so the integration of library information archives will also become a new direction of library reform, causing the concern of related researchers.

2. BOOKS, INFORMATION, ARCHIVES OF THE THREE INTERNAL LINKS

2.1 The natural connection among books, information and archives

Through the essence analysis, the library and information archives all belong to the type of document information, which fully explains the natural relationship between the three to a certain extent. It focuses on the following aspects: First, the formation of books, information and archives is composed of people's

great knowledge compilation by handwriting, which can be included in the scope of information resource management. It belongs to the historical record treasure of society and social development, which fully reflects its authenticity and effectiveness with accurate documentary information [1]. Secondly, library and information archives themselves have scientific value, to a certain extent, showing the service and sharing, creating opportunities for people's life and production. Through reading deeply inspired, effectively cultivate human imagination and creative ability, and constantly explore human wisdom. Finally, the three library and information archives have some similarities in the use of processing, processing, retrieval and new technology. According to the above elaboration, it is proved that the library information archives integration has substantive relationship, which is also the key factor of the three mutual assistance.

2.2 The interpenetration of the three can also achieve transformation

Books pay more attention to systematization in practice. As it is a kind of normative literature material formed by summarizing and summarizing, its description content studies the nature and development law of things from an objective perspective, so that knowledge is condensed. Information is especially focused on effectiveness, which is characterized by the use of novel and flexible knowledge or information data to accelerate the efficiency of information transmission, truly reflect the latest situation of current events, and record and compile around special elements of time and space. the archives themselves focus on the root causes and make historical records in combination with different activities of human society. To a certain extent, they belong to objective records and can be used as historical evidences. Therefore, the construction of integrated management of library, information and archives can be combined with the characteristics and functions of the three on their own basis, which is conducive to the diversification and comprehensiveness of information data, reflecting multiple advantages, and effectively meeting the actual needs of the development of human society in the new era.

3.1 THE REALIZATION OF LIBRARY INFORMATION ARCHIVES INTEGRATED MANAGEMENT

3.1 Establish a diversified database

3.1.1 Dissertation database

At present, in order to meet contemporary human's pursuit of knowledge, most libraries have begun to vigorously introduce master's and doctor's theses from universities, but the archives still contain many excellent bachelor's and master's theses that have not been realized electronically. On this basis, it is possible to build an informationized dissertation database and actively cooperate with similar archives departments. In addition, the documents that have not been digitized are processed again to make the contents more complete.

3.1.2 Database of scientific research achievements

This paper takes the hospital library as an example. Most of the scientific research achievements are published publicly in the form of journals such as doctors and nurses. Due to different medical departments, representative and excellent scientific research achievements can be collected separately, and independent scientific research and medical achievements archives can be established when necessary to ensure the integrity of their literature. The establishment of archives from an objective point of view can clearly reflect the current development of medical research and the development background of the medical industry. Therefore, the literature resources of personal papers and medical archives in the retrieval platform can be effectively shared to provide convenient and comprehensive literature resources for users with browsing rights [2].

Thus, the library information archives integration by the majority of industry research scholars highly recognized. In spite of this, there is still no established management organization with the same function, coupled with the independent operation of each system, which brings great challenges to the integration construction of books and archives. If the database is constructed solely by the two parties, resources can be shared and applied through the existing technology and human resources of the library, creating favorable conditions for the real-time sharing of literature resources.

3.2 Strengthen the concept of integrated management

From the perspective of materialism, practice is the carrier of knowledge, but knowledge has a negative effect on practice, so establishing the idea of integrated management of books, information and archives has become an inevitable condition to adapt to the information age. In view of the current situation, the management of books, information and archives still belongs to different responsible institutions, resulting in substantial gaps between different institutions in terms of management philosophy and management mode. In general, they seldom take the initiative to communicate with other organizations to understand their management situation. In the face of this situation, the three institutions are required to first understand the importance and role of integrated management, but the three institutions cannot reach a unity in thought. The reason is that the ideological concept of the staff in the three organizations is too traditional, and they are not regularly organized to learn new knowledge and new

technology, so it is difficult to realize the importance of integrated management and form advanced management ideas and concepts. In order to promote the integrated management of books, information and archives, we should update the ideas of the managers of the three institutions in time and create necessary conditions effectively.

3.3 Introducing and training information management talents

The fundamental reason why the integrated management of books, information and archives cannot be realized lies in the lack of professional information management personnel. In order to timely improve the current situation, it is constantly emphasized that colleges and universities should focus on cultivating professional information management personnel, combine their own teaching objectives, clarify the direction of information management, or establish teaching research centers to integrate all the courses of books, information and archives management. Realize comprehensive teaching and cultivate a new batch of professional information management talents imperceptibly [3].

4. CONCLUSION

The integrated management of library, information and archives has become the basic guarantee for the advancement of information age and an important means for the world to build information sharing. Therefore, in order to achieve the long-term goal, through the mutual cooperation of books, information, archives three institutions, break through the traditional management concept completely, establish the integrated management system of books, information, archives. However, in terms of the current development situation, the integrated management of books, information, archives in our country is at the initial stage of exploration. We need to spend much time and energy to realize it. Emphasis on the importance of the construction of the integrated management of library and information, archives and optimize the integration management mode in-depth analysis, which can provide reference for the engaged department.

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Research On the Construction of Mentor Team of Innovation and Entrepreneurship Education in Applied Undergraduate Colleges from the Perspective of Educational Governance

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Abstract: It is very important for innovative and entrepreneurial education in applied colleges and universities to build a team of innovative and entrepreneurial teachers with perfect systems and excellent quality. From the perspective of education governance, this paper analyzes the important role of innovation and entrepreneurship education in the cultivation of talents in applied colleges and universities and the practical problems to be solved urgently, and on this basis, this paper puts forward the proposed countermeasures for the construction of four-in-one tutors in innovation and entrepreneurship education.

Keywords: Education governance; Innovation and entrepreneurship; Tutor team

1. INTRODUCTION

At present, education governance is an important content for our country to further implement education strategy and talent strategy. In this context, it has become an important proposition to continuously improve the education governance system, enhance the level of education governance, and promote the modernization of the governance system and governance capacity. According to the stakeholder theory, teachers are the stakeholders at the first level of university education governance. Constantly strengthening the construction of teachers is an important starting point to improve the effectiveness of education governance. Innovation and entrepreneurship education is an important way to cultivate modern innovative talents. From the perspective of educational governance, strengthening the construction of innovation and entrepreneurship education tutor teams is very important.

2. THE SIGNIFICANCE OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN APPLIED UNDERGRADUATE UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL GOVERNANCE

2.1 It will promote the transformation and development of application-oriented undergraduate colleges

In today's era, with the rapid development of social economy and technological change, the innovative and entrepreneurial talents trained by application-oriented universities do not match the development of economy and technology. There are some problems, such as fuzzy

training objectives, low allocation of curriculum system and unqualified regional development talents. If we can build a team of high-level tutors with strong professional ability and innovative spirit, and properly solve the problem of mismatch between talent supply and demand, we will certainly greatly improve the quality of innovation and entrepreneurship education and help the transformation and development of application-oriented undergraduate colleges.

2.2 Promoting the improvement of the professional level of innovation and entrepreneurship mentors

Innovation and entrepreneurship education put forward high requirements on the teaching and research ability, innovative thinking ability and entrepreneurial guidance ability of tutors. To better adapt to the ability needs of enterprise innovation and entrepreneurship talents and perfectly connect innovation and entrepreneurship education with social and technological development, tutors need to carry out pioneering teaching according to the development prospects of different students and different majors and the current situation of traditional majors, and finally achieve the result of mutual promotion of teaching and achievement through their research and summary. Therefore, application-oriented colleges and universities constantly strengthen the construction of innovation and entrepreneurship education tutor teams to realize the realization of teaching and learning, which is conducive to promoting the professional level and professional quality of innovation and entrepreneurship tutor teams and cultivating high-quality innovation and entrepreneurship teacher teams.

2.3 It can promote the professional practice ability and cultural comprehensive quality of college students

Innovation and entrepreneurship education is conducive to cultivating students' innovative thinking and management ability, which can improve students' practical activity ability and cultural comprehensive quality so that they will be of great benefit to the development of China after graduation. Application-oriented undergraduate colleges pay more attention to the cultivation and improvement of students' innovative practical ability while paying more attention to the theoretical education of innovation and entrepreneurship. Some colleges and universities have some problems, such as a lack of experience in teaching

practice activities, weak awareness of innovation management and a lack of entrepreneurial skills. They should attach great importance to and invest money in the cultivation of students' innovative and entrepreneurial ability, make efforts to make up for the shortcomings, and strengthen the construction of scientific and technological innovation and entrepreneurship education tutor teams. To meet the needs of college students for professional information technology level and cultural theory level, improve students' professional practical operation ability and comprehensive literacy of cultural resources.

3. WEAKNESS IN THE CONSTRUCTION OF THE TEAM OF TUTORS IN INNOVATION AND ENTREPRENEURSHIP EDUCATION IN APPLICATION-ORIENTED COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL GOVERNANCE.

3.1 Relatively weak teaching staff

The teachers' ability structure of applied undergraduate colleges is unbalanced. the number of capable backbone teachers is small and most of them are slightly older, while the relatively weak young teachers account for a large proportion, which makes the teachers' ability at applied undergraduate colleges weak on the whole. It is a long process for application-oriented undergraduate colleges to train their young teachers. If young teachers want to have sufficient theoretical knowledge and practical activities of innovation and entrepreneurship development, they need to practice and explore step by step. Therefore, colleges and universities should actively introduce high-level talents with sufficient teaching experience, strong innovation consciousness and entrepreneurial skills into the team of innovation and entrepreneurship tutors, to improve the quality of students' innovation and entrepreneurship achievements and enable students to better transform teachers' teaching into high-quality teaching achievements.

3.2 The professional quality of some teachers needs to be strengthened

Most of the innovation and entrepreneurship mentors in applied universities have strong theoretical knowledge and certain practical ability, but there is still a certain lack of professional quality. A large number of young teachers only design classroom teaching research content for traditional teaching tasks, which is similar to other theoretical courses in the education of innovation and entrepreneurship culture. They only attach one-sided importance to results but do not consider the comprehensive problem of students' development. Not enough attention is paid to the ideological character of students. This approach is not conducive to the development of students' comprehensive quality. Therefore, these teachers should learn from the teaching ideas of the older generation of backbone teachers, constantly improve the teaching methods, pay more attention to the ideological and moral education of students based on innovation and entrepreneurship, and consciously accept the education of teacher ethics and style.

3.3 Some teachers' practical teaching ability needs to be improved

Young teachers who directly engage in management work in universities after graduation lack social work experience and have weak abilities in practical activities. Even if they have strong theoretical knowledge, it is still difficult for them to meet the requirements of high-quality talent training. They have innovative ideas and a solid theoretical foundation in the education and teaching of students, but their practical teaching ability is not sure. Therefore, it is necessary to strengthen the cultivation of teachers' practical ability, so that young teachers who are committed to teaching innovation and entrepreneurship can have the opportunity to observe or experience enterprises, and improve their practical knowledge and teaching ability of innovation and entrepreneurship. Only in this way can high-quality talents truly meet the needs of high-quality development of society be cultivated for the country.

4. PATH ON THE CONSTRUCTION OF A TUTOR TEAM FOR INNOVATION AND ENTREPRENEURSHIP EDUCATION IN APPLICATION-ORIENTED UNDERGRADUATE UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL GOVERNANCE

4.1 Building a team of "four-in-one" innovation and entrepreneurship education mentors

Innovation and entrepreneurship education in application-oriented undergraduate colleges should be concentrated on all teachers and students. In the process of talent training, a "four-in-one" innovation and entrepreneurship mentor team composed of counsellors, innovation and entrepreneurship teachers, off-campus instructors and student assistant tutors should be built, which is conducive to broadening the channels for students to learn knowledge and technologies related to innovation and entrepreneurship. It is helpful to continuously improve the school's attention to innovation and entrepreneurship education.

First of all, counsellors can apply the spirit of innovation and entrepreneurship to class meetings or activities, and students can also feel the charm of innovation and entrepreneurship in discipline construction activities. They can communicate with counsellors at any time if they have any ideas or problems.

Secondly, teachers of innovation and entrepreneurship make it easy to understand theoretical knowledge in class and leave most of the time for students to practice, encouraging students to come up with new ideas and new methods. After class innovation development entrepreneurship education teachers often discuss issues related to innovation and entrepreneurship with students, organize students to express their creativity and ideas, organize students to deeply study and think, and do a good job in integrating guiding ideology.

Finally, innovation and entrepreneurship teachers are the most professional teachers in students' innovation and entrepreneurship education. When guiding students to carry out activities, they should actively affirm students' bold and creative ideas, give reasonable

feedback, and predict relevant benefits in the market, to guide students to build feasible entrepreneurial projects. Off-campus mentors are hired by industry enterprises with entrepreneurial experience or an understanding of market development. These mentors can guide students in the feasibility analysis and market operation of the project, to better the implementation of student projects and improve the success rate of students' entrepreneurship. Student assistant tutors are selected from students with entrepreneurial experience or competition experience in the university. They can play the peer effect and do a good job as mentors to jointly improve the effect of innovation and entrepreneurship education.

4.2 Actively promote the teaching mode conducive to the cultivation of students' innovation and entrepreneurship ability

The teaching management mode of innovation and entrepreneurship practice in applied undergraduate colleges is mostly based on teachers teaching in class and students thinking after class. In this mode, students and teachers do not communicate and give feedback timely and effective, so it is difficult to improve the teaching effect. Therefore, a teacher-guided, student-dominated classroom teaching model should be constructed, the roles of teachers and students should be changed, and students should spend most of their time guiding students to practice innovation and entrepreneurship so that students can discuss new ideas enthusiastically in class. At this point, teachers should observe the discussion of students as bystanders in class, find out the reasons, and make plans for the next step when the discussion is not intense.

When teaching professional knowledge, teachers should mobilize the enthusiasm of students, make good use of "Internet+education", implement flipped classroom practice teaching, so that students can act as the master of the class, and let students explain the materials they have prepared from the perspective of students. Then inspire other students to actively participate in the discussion, develop the ability to solve these problems and dare to express their own opinions.

4.3 Improve the professional education level of teachers in innovation and entrepreneurship

Some innovative and entrepreneurial teachers in schools lack work experience and practical teaching ability, which cannot meet the social demand for talent. Therefore, it is necessary to strengthen the training of innovation and entrepreneurship mentors, develop training plans aimed at improving teachers' innovation and entrepreneurship ability, and change the traditional mode of training activities from pure offline mode to a combination of online and offline education. Offline, the school strongly supports teachers to go out for training and encourages teachers to go to the frontline of enterprises or research institutes to understand the needs of the industry and learn cutting-edge knowledge.

Online, tutors can learn various and high-level knowledge of innovation and entrepreneurship anytime and anywhere with the help of the Internet, regardless of time and place, to promote the both theoretical and technical improvement of teachers. In addition, part-time teachers with excellent theoretical and practical skills can be introduced to make up for the shortage of teachers in innovation and entrepreneurship education.

5. CONCLUSION

To sum up, although China has made some achievements in the field of innovation and entrepreneurship education, it is still a long-term and arduous task to continue to deepen innovation and entrepreneurship education in application-oriented undergraduate universities, and more efforts should be made to build a "four-in-one" team of innovation and entrepreneurship education tutors. In the face of economic development and social needs, as long as our country attaches great importance to it, universities conscientiously implement it, and teachers actively study it, the long and rugged road of innovation and entrepreneurship education in application-oriented undergraduate colleges will surely become a broad and smooth road of prosperity.

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The Role of English Language and Literature in the Cultivation of Students' Language Competence

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Abstract: One of the essential qualities of high-quality talents is good language ability. English language and literature plays an important role in cultivating students' language ability. According to relevant research, English teaching in our country contains a lot of English literature, with the help of which is helpful to expand students' basic knowledge of language, enhance language communication level and expand their vision, so it can be said to be of important help to improve students' language ability. Based on this, this paper analyzes the role of English language and literature in the cultivation of students' language ability.

Keywords: English Language and literature; Language ability; Language skills; Communication

1. CURRENT TEACHING SITUATION OF ENGLISH LANGUAGE AND LITERATURE

After consulting a large number of materials, it is known that teachers always adhere to traditional concepts when using teaching methods, unable to give full play to the role of teaching methods in the real sense, and eventually lead to English teaching is a mere formality, not only unable to impart correct English language and literature to students, but also not conducive to the cultivation of language ability, affecting development. In this regard, with the rapid development of society today, teachers must change their teaching concepts and keep pace with the Times. When students write an article, they must introduce the author's life, school information and time background, and then ask students to read through the article to find out the key sentences and difficult words and sentences, and then let students read through the article again to learn analysis. Satisfy your desire to learn. On this basis, teachers should help students sort out the relationship between the characters and the relevant plots in the literary works, so that they can fully understand the meaning of the articles, and lay a good foundation for the smooth development of teaching. In addition, teachers need to explain to students the differences in writing techniques and styles used in literary works, so as to help students master more writing skills and improve their language ability through the study of English language and literature [1].

2. THE ROLE OF ENGLISH LANGUAGE AND LITERATURE ON STUDENTS' LANGUAGE ABILITY

2.1 To provide students with corresponding learning examples

English is the most widely covered foreign language in Chinese education and teaching, and Chinese research on English teaching is more thorough. According to the English teaching situation for many years, the entry of English language and literature can provide students with high-quality learning models. "Read ten thousand books and travel ten thousand miles", the improvement of language ability is not achieved overnight, based on the actual situation of students, students should be guided to get inspiration from the content of English language and literature, and learn the advantages of the language. For example, "Life isn't about waiting for the storm to pass, it's about learning to dance in the rain." Life isn't about waiting for the storm to pass, it's about learning to dance in the rain. In this beautiful example, teachers can guide students to analyze the application of rhetorical devices and language skills, so as to facilitate students to draw "nutrients" from it and promote their strong growth in language ability.

2.2 It can expand students' range of knowledge

Compared with Chinese, English language learning is a long process, and simple textbook content learning cannot improve students' language ability in high quality. Therefore, attention should be paid to expanding teaching content in practical teaching, so that students can have access to more rich language ability. Based on this, in the current practical teaching, it is necessary to expand the scope of knowledge around grammar knowledge, using skills, language rhetoric, basic knowledge and so on, so that students can gradually understand the application skills of various knowledge points in English literary works, such as "great minds think alike". Great minds think alike. This proverb is widely spread in China, but it is very difficult to translate it reasonably and express its original meaning in English works. Teachers should guide students to explore the language skills of metaphorical images when leading them to learn "great minds think alike". Another example is "it is a wise father that knows his own child" in Shakespeare's play, which is translated into Chinese as "a wise father that knows his own child". Some students may translate it as "only a wise father can guide his own son", but direct translation will misinterpret the meaning. But if the literary color is added, the meaning can be further biochemical. At the same time, this learning process not only expands the scope of knowledge of students, but also enables them to feel the charm of English language and literature, and then they will be spiritually inspired and actively

engaged in learning, which is of great significance for improving their language ability [2].

3. EFFECTIVE MEASURES TO IMPROVE STUDENTS' LANGUAGE ABILITY THROUGH ENGLISH LANGUAGE AND LITERATURE

3.1 Pay attention to the principal position of students

From the analysis of the previous text, English language and literature play an important role in the cultivation of students' language ability. According to the actual situation, there is a problem that teachers do not pay much attention to English teaching, and still adhere to the teacher-led teaching mode, failing to pay attention to the principal position of students. Based on this, we should attach importance to changing ideas in teaching, insist on taking students as the subject, and regard students as the subject of class. For example, teachers can actively close the relationship with students and discuss the contents of English language and literature works together. On this basis, students can improve their class participation and truly close the relationship with teachers.

3.2 Take communicative competence as the training goal

The cultivation of language ability is of great help to the improvement of students' inner self-cultivation. In the teaching of English language and literature, we should attach importance to the construction planning to improve students' oral communication ability as the main goal. In Chinese, students can communicate seamlessly and incorporate proverbs, literary sentences, poems and idioms into their conversations. the same is true in oral English. Teachers lead students to understand English language and literature, which is a process of understanding western culture and history, so that students' English language logic ability can be significantly improved. In general, the cultivation of communicative competence is a complicated and tedious process. Firstly, we should attach importance to the construction of language understanding framework in the thinking of students and understand the relevant content of English language and literature works. Secondly, it is necessary to guide students to gradually deepen their cognition of different English language and literature works, and to clarify their styles. Finally, students are required to be able to quickly judge the types of works when reading relevant English language and literature works, thus forming a keen perception [3].

3.3 Help students to clarify their language learning objectives

At present, although teachers have introduced English language and literature into English classes, in most cases students pay attention to learning literature

knowledge, believing that the more knowledge they remember, the greater the improvement of their scores. They do not pay attention to the importance of cultivating their own language expression ability, resulting in less effort and even "falling" phenomenon, which is not conducive to the efficient development of teaching. Therefore, in the teaching of English language and literature, teachers must properly guide students to design their own teaching plan and teaching objectives, realize the importance of English language and literature, actively invest in learning, exercise their language expression ability through reading, so as to improve their own personality charm and interpersonal skills. In the future to be able to better foothold in the society.

4. CONCLUSION

English is an international language. With the development of society, English has become an indispensable part of the teaching system, which can help students master multiple languages and improve their personality charm and interpersonal skills. In English teaching, the traditional teaching model no longer meets the requirements of the new curriculum reform, and deviates from the training objectives required by the English major. Therefore, teachers should constantly innovate, improve the teaching effect, always pay attention to the students' mastery of English knowledge, and then formulate teaching plans and objectives that meet the requirements according to the students' conditions, so as to guide the teaching. Give full play to the role of English language and literature, and carry out efficient teaching for students, thereby cultivating their language ability and helping them achieve good development.

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The Impact of Wuhan's Lockdown Policy on Residents' Psychological Condition During the Pandemic

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Abstract: Due to the sudden outbreak of coronavirus epidemic in China, Wuhan immediately adopted a city lockdown policy to reduce the spread of the virus, and the city lockdown policy had different effects on the psychological conditions of residents. We used the Baidu index to measure the changes in the psychological conditions of residents brought by pandemic and the city lockdown policy. Using the DID and RDD-DID regression methods, we found that the search volume of "anxiety", "loneliness", "depression" and "irritability" increased significantly, with "anxiety" and "irritability" having more agile responses; in addition, the results of the event study method found that the search volume of "panic", "boredom" and "depression" fluctuated significantly in the first few weeks of the city lockdown, which verified that they did not conform to the hypothesis of parallel trend. In summary, our results suggest that the city lockdown policy can have a serious negative impact on the psychological condition of residents.

Keywords: City lockdown policy; Baidu index; DID; RDD-DID; Event study method

I. INTRODUCTION

The outbreak of pandemic around the world has had a significant negative impact on the physical and mental health of the population and their lives.

China adhered to the overall prevention and control strategy of "external prevention of importation and internal prevention of rebound" and adopted mandatory policy tools, such as city lockdown policies, shutdowns of public places, and transportation restrictions, for many provinces and cities during the outbreak phase. In terms of the period, the number of documents issued during the emergency phase, the comprehensive intervention phase, and the stable fluctuation phase of the outbreak was 63.10%, 28.57%, and 8.33%, respectively [1]; in terms of the target audience, the largest number of policy provisions were for government-related departments, followed by enterprises, while the smallest number was for the public, schools, non-profit organizations, hospitals, and communities [2]. the overall prevention and control strategy of the country is "external prevention of

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importation and internal prevention of rebound", and the prevention and control policy instruments have gradually changed from mandatory policy tools such as city lockdown, public places shutdown, and transportation restrictions during the outbreak phase to more flexible hybrid policy tools during the effective monitoring phase. Based on this, many scholars have made many studies on the impact of the outbreak prevention and control policies, and we found that most of them believed that the outbreak prevention policies had positive social impacts. Through analysis and estimation, Hanming Fang et al. found that the lockdown of Wuhan effectively limited the population movement (55.91% reduction in intra-city movement, 76.98% reduction in inflow and 56.31% reduction in outflow), which reduced the impact on the spread of the epidemic to cities outside the province; in addition, the policy of enhancing social distance was also effective in suppressing the increasing trend of confirmed cases [3]. Huaiyu Tian et al. analyzed the case data, population movement data, and intervention data to find that the implementation of the city lockdown policy slowed the spread of the pandemic to other cities (about 2.91 days) and that the number of confirmed cases in cities with pre-implemented control policies was smaller than that in cities with later control policies [4]. Tobias A et al. found that city lockdown also had a positive impact on the environment by reducing traffic flow and carbon emissions [5]. However, many scholars have also found that prevention policies can also have some negative effects. For example, Lingling Hou argued that the lockdown policy would lead to the inability of enterprises to pay labor, which would lead to the controversy of whether enterprises should bear the risk of wage suspension, and the policy of labor administration on the risk of wage suspension during the epidemic increased the labor cost of enterprises, and there was a concern of expanding the risk of mass unemployment [6]; Abel Brodeur et al. analyzed the Google search data by regression method of DID and RDD and found that the implementation of lockdown policies in Europe and the United States seriously threatened people's mental health [7]; Liu Juan et al. used a fixed-effects model analysis based on the

monthly scale and complaint data of the courier industry in 31 provinces, autonomous regions, and cities to conclude that strict lockdown policies would adversely affect the scale as well as the quality development of the courier industry [8].

In this paper, we refer to the "pandemic, lockdowns and well-being" concept of city lockdown and use DID as the core research method to analyze more specifically the mental health effects of the city lockdown on residents in Hubei Province and some cities outside the province through the Baidu index. Our reason for using the Baidu index is based on a study by Zhai Hui and Shen Wei on the asymmetric impact of changes in individual investor attention on asset covariance, in which Chinese investor attention was measured by the Baidu index, and the results suggest that the introduction of investor attention has a positive effect on stock market covariance prediction and has practical implications for guiding investor asset allocation and risk management [9], which implies that the Baidu index can be accurate proxy variables, and their precise use can advance empirical research as well as a guide or solve certain social problems, so in this paper, we use the Baidu index to represent people's mental health. The final results of our study showed that people's mental health was affected by the epidemic and the city lockdown policy, with the keywords "anxiety", "loneliness", "depression" and the search volume of keywords such as "anxiety", "loneliness", "depression" and "irritability" increased significantly, and the search volume of "anxiety" increased by 156.8%; through the RDD-DID regression model, it was found that "anxiety" and the RDD-DID regression model shows that "anxiety" and "irritability" have more agile responses, indicating that the announcement of the city lockdown policy brings more anxiety and irritability to people at the moment; the results of the event study method show that "panic", "boredom" and "depression" are more important. The results of the event study method show that the search volume of "panic", "boredom" and "depression" fluctuated significantly in the weeks before the lockdown, which verifies that they do not conform to the hypothesis of parallel trend..

2. DATA

Abel Brodeur et al. (2020) took the search volume data provided by Google Trends as the data source and made a strong explanation for the psychological changes of people in Europe and the United States under the lockdown policy of epidemic prevention and control. Baidu index regard keywords as statistical objects, calculate each keyword search in Baidu search engine frequency weighted sum, reflects the search amount of certain keywords in Baidu over some time. We use this reflection of the actual search frequency to analyze citizens' psychological condition of the Covid-19 epidemic prevention and control of the dynamic relationship of the form. Meanwhile, by collecting and recording IP addresses of Internet users visiting the Baidu platform, the Baidu index can provide the special distribution of Internet users and the keywords they use,

which is conducive to comparing the psychological changes of people in different cities during the epidemic. Since the population of various cities in Hubei province is quite different, interpretation errors may occur if directly using search volume for analysis. Therefore, we take the logarithm of Baidu index and focus on the percentage change of Baidu index instead.

In this paper, the principle of selecting keywords mainly reference to "Novel Coronavirus Pneumonia Public Psychological Self-help and Counselling Guide" issued by the mental health association of China and GHQ - 60 general psychological status questionnaire, by summarizing the similar research literature keyword (Yuqing Lu, Fang Wu), and use Baidu index keywords added about practical observation data, selected nine specific keywords. Specifically, the keywords include Depression, Insomnia, Loneliness, Anxiety, Stress, Panic, Suicide, Irritability, and Boredom.

Compared with the results of psychological questionnaire data, Baidu Index because of the absence of observer bias, can reflect the weight of keyword searches submitted by all netizens in a city. However, although in this paper, Baidu index is selected to represent the psychological status of residents, the quantitative relationship between residents' psychological condition and the Baidu index is unknown, and it is difficult to obtain further detailed data to analyze the clustering impact of city lockdown policies on groups with different characteristics.

Based on the SEIR model, which is commonly used to predict the development of pandemic, we know that the spread of the epidemic is correlated with the size and duration of the local population, so the fixed-effect model alone cannot eliminate the impact of the epidemic itself on people's mental health. Therefore, this paper collected a large number of confirmed case data to directly reflect the development of the epidemic situation. The data in this paper are from daily confirmed cases data published by the National Health Commission, and the WIND database is used to collect daily confirmed data accurately at the city level. Since Baidu index has no public interface to obtain data, we use the web crawler method to obtain relevant information of Baidu index. After collecting the Baidu index of all the cities in Hubei Province, we found that some cities with a population of less than 2.4 million had data missing close to 0. Therefore, we removed the data of these cities and retained the data of the remaining 11 cities with a population more than 2.4 million. This article selects the user's daily search data from December 5, 2019, to March 25, 2020, as the treatment group, in order to separate the influence of Spring Festival and city lockdown, We selected the data of the same period in the previous lunar year in 2019 as the control group and used DID method to reveal the impact of the lockdown policy on people's psychological status.

3. IDENTIFICATION STRATEGY

3.1 Difference-in-differences estimators of lockdown effects

When we attempt to quantify the causal relationship between the lockdown policy and people's mental health, we note that the lockdown time is close to the Chinese Lunar New Year, which may have an impact on people's psychological status. At the same time, during the Spring Festival holiday, the increasing frequency of people using the Internet may lead to the continuous increase of keyword search volume, which cannot directly reflect the change of people's psychological status. We call the above phenomenon the "Spring Festival effect", and the emergence of the "Spring Festival effect" will bring challenges to our causal identification. Based on the uncontrollable development situation of the epidemic and the unpredictable release time of the lockdown policy, namely, the externality of the epidemic and the policy, which made the self-selection bias unlikely to occur, we choose DID as the core model to explore the impact of the lockdown policy on people's mental health. In this paper, December 5, 2019, to March 25, 2020, is taken as the treatment group, and the data of the same period of the previous year (December 16, 2018, to April 6, 2019) is taken as the control group. Because the data of the same period of the lunar calendar can effectively separate the Spring Festival effect from the lockdown effect, the coefficients of DID estimators can be interpreted as pure lockdown effects.

Our regression model is as follows:

$$\ln index_{t,c} = \alpha SD_{t,c} * Year_t + \beta SD_{t,c} + \gamma LC_{t-1,c} + \mu_t + p_c + \epsilon_{t,c} \quad (1)$$

Where t and c respectively represent time and city variables, it should be noted that we take the first day of each group as the starting point of the sequence (Treatment group: December 5, 2019, is marked as 1; Control group: December 16, 2018, is recorded as 1) and push back according to the date, in addition, cities with the very low population (less than 2.5 million) are not included in the study due to lack of data. $SD_{t,c}$ is the policy implementation dummy variable. If $SD_{t,c}=1$, it means that the city has been declared lockdown at that time. If $SD_{t,c}=0$, it means the city is not sealed. $LC_{t-1,c}$ is a group dummy variable (corresponds to 2020), the value of the treatment group is 1, and the value of the control group is 0. Therefore, the interaction coefficient represents the net effect of lockdown policy implementation on Baidu index data changes on day t and city c . At the same time, since the confirmed case data were released on the next day, the newly confirmed data that lagged one day is selected as the control variable in the model and we mark it as $LC_{t-1,c}$. Besides, α and β respectively represent the time fixed effect and space fixed effect, and the standard error remains robust and clustered at day level.

Time fixed effect is considered from the following three aspects. First, time fixation effect within a week. In a week, for most people, the frequency of keyword search can be significantly different on weekdays from that on weekends, and there may be a big gap between the keyword search volume on weekdays and holidays. Second, lunar week fixed effect. We use the fixed effect of the lunar week to eliminate the lasting effect of the

Spring Festival. Third, annual fixed effect. Meanwhile, city-level spatial fixed effects are also included in the model.

When using DID for estimation and causal inference, our key assumption is that the keyword Baidu index of the treatment group and the control group conforms to the parallel trend assumption when each city does not adopt the lockdown policy, which will be verified by the event study model.

3.2 RDD-DID estimators of lockdown effects

Considering that DID can only identify the average effect of the lockdown ATET, and city lockdown may also bring structural mutations in psychological status, to identify such mutations, RDD-DID method is adopted to separate the sudden impact of city lockdown policy on residents' psychological condition and to identify whether there are structural differences before and after city lockdown.

RDD-DID regression model is adopted as follows to separate the average effect and analyze the instantaneous effect of lockdown:

$$\ln index_{t,c} = \alpha' SD_{t,c} * Year_t + \psi f(D_{t,c}) * SD_{t,c} * Year_t + \theta f(D_{t,c})(1 - SD_{t,c}) * Year_t + \phi f(D_{t,c}) * SD_{t,c} + \lambda f(D_{t,c})(1 - SD_{t,c}) + \beta' SD_{t,c} + \gamma' LC_{t-1,c} + \mu'_{t,c} + p'_{t,c} + \epsilon'_{t,c} \quad (2)$$

We set the lockdown time as the base point 0. Where t represents the time difference between the day t and the lockdown time (0), which means that all the days before the lockdown have negative value, and days after are positive. $f(\cdot)$ represents the polynomial function equation. the interaction coefficient represents the net effect of the lockdown policy implementation on the sudden change of Baidu index data. the other control variables and fixed effects are the same as our DID model.

3.3 Robustness checks

In order to verify the reliability of causal inference, additional stability tests are performed by changing the selection method of fixed effects and changing the treatment time. In addition, we establish an event study model to examine parallel trends assumptions and placebo effects.

Event study method

The event study method is usually used to estimate the impact of the occurrence of events on stock prices, while Abel Brodeur et al. used the event study method to explore whether the lockdown policy has a significant impact on the psychological status of residents [7], and carried out parallel trend hypothesis and subsequent placebo effect test. the event study model is as follows:

$$\ln index_{t,c} = \sum_{k=-6}^{k=8} \alpha'_{k,c} E_{k,c} * Year_t + \sum_{k=-6}^{k=8} \beta'_{k,c} E_{k,c} + \gamma' LC_{t-1,c} + \mu'_{t,c} + p'_{t,c} + \epsilon'_{t,c} \quad (3)$$

We take the seventh week before the city lockdown as the reference week, that is, no parameter estimation is carried out (as 0). $E_{k,c}$ represents the dummy variable of the six weeks before and eight weeks after lockdown. Where k represents the difference between the treatment

week and the city lockdown week. means the day before lockdown and is the opposite (e. g., represents the sixth week before lockdown; represents six weeks after lockdown). Therefore, the estimated coefficient can be interpreted as the comparison effect between the treatment week and the first seven weeks of the city lockdown (e. g., represents the comparison effect between the fourth week after the city lockdown and the first seven weeks before it). the ideal result of the regression model should be that the estimation interval of each week before city lockdown intersects with 0, and that of each week after city lockdown does not intersect with 0, which means that the parallel trend hypothesis passes.

Additional robustness checks

After the core DID regression, there are still two threats to the robustness of the conclusions of this paper. One is the selection method of time fixed effect, which is the combination of the lunar calendar and solar calendar. Second, the release time and completion time of city lockdown in Hubei province were not the same, so the time of city lockdown cannot be used as the basis of whether to receive treatment. So we conduct robustness checks from the following three aspects. First of all, we use the lunar calendar date in day level directly as the time fixed effects and conduct additional DID regressions, then we take DID regression again by using the completion time of city lockdown for different cities in Hubei province. Last, we also try to use non-Hubei province data for regression to extend the external validity of the result. the results show that the robustness tests have no considerable impact on the significance of the estimated results, indicating that the unusual selection of time fixed effect does not severely influence the DID estimators, considering the reasons mentioned above, we regard that the original selection more accurate to unveil the causal effect.

4. RESULTS

4.1 Difference-in-difference estimation results

In this study, we used the fixed-effects model for parameter estimation, and the keywords that passed the parallel trend test and were significant were “anxiety”, “loneliness”, “depression”, and “irritability”. the coefficients of the cross-terms are shown in Table 1, while Table 2 reports the keywords that did not pass the test or were not significant.

Table I: the effect of lockdown policy(DID estimators)

	Anxiety	Loneliness	Depression	Irritability
SD _t	1.568**	0.782***	1.109***	1.203***
c [*] Year _t	(11.03)	(8.29)	(7.59)	(8.50)
Time FE	Yes	Yes	Yes	Yes
Spatial FE	Yes	Yes	Yes	Yes
New cases	Yes	Yes	Yes	Yes
Observations	2418	2418	2418	2418

	Suicide	Boredom	Insomnia	Repression	Panic
SD _t	0.0847	1.373***	0.224***	-0.288	0.930**
c [*] Year _t	(0.96)	(7.88)	(2.63)	(-1.60)	(6.14)
Time FE	Yes	Yes	Yes	Yes	Yes
Spatial FE	Yes	Yes	Yes	Yes	Yes
New cases	Yes	Yes	Yes	Yes	Yes
Observations	2418	2418	2418	2418	2418

According to Table 1, the cross-sectional coefficient for Anxiety is 1.568 (t=1.568, p=0.001), which indicates that the number of searches for Anxiety increased by 156.8% with the city lockdown policy implementation, and the difference is statistically significant. the cross-sectional coefficient for Loneliness was 0.782 (t=8.29, p=0.001), which indicates that with the city lockdown policy implementation, the number of searches using Loneliness increased by 78.2%, and the difference is statistically significant. the cross-sectional coefficient for Depression was 1.109 (t=7.59, p=0.001), which indicates that with the city lockdown policy implementation, the number of searches for Depression increased by about 110.9%, and the difference is statistically significant. the cross-sectional coefficient for Irritability was 1.203 (t=8.50, p=0.001), which indicates that with the city lockdown policy implementation, the number of searches using Irritability increased by about 120.3%, and the difference is statistically significant. the above data indicates that the enactment of the lockdown policy had a significant impact on people's mental health and people showed negative emotions.

The results in Table 1 also show that the keywords Suicide and Stress are not significant and therefore imply that the lockdown policy in Hubei might not influence people's psychological status in these two aspects. We also conducted parallel trend tests for the nine keywords in Tables 1 and 2. the results showed that although the three keywords Boredom, Insomnia, and Panic were significant, they did not pass the parallel trend test. Therefore, we believe that at least the coefficients from DID of these keywords cannot be seen as the causal effect of the lockdown policy.

4.2 Results from RDD-DID

To isolate the sudden psychological impact of the city lockdown, we also used the RDD-DID method to identify the breakpoints in the parameter sequence. We compared data for the four keywords with significant DID parameters and passed the parallel trend test with data from the same period in 2019. the results showed that two keywords, “anxiety” and “irritability”, showed significant structural mutations, while “loneliness” and “depression” did not show such mutations. Compared to “anxiety” and “irritability”, emotions such as “loneliness” and “depression” take time to accumulate, and Therefore, they do not change abruptly with the announcement of the lockdown policy. DID and RDD-DID estimates measure the different effects of the city lockdown, respectively. DID measures the average effect of ATET on the residents' psychology caused by the city lockdown, and RDD-DID estimates separate the sudden effects of the lockdown policy on the residents' psychological condition. the difference in results brought by the two methods was verified in the test results of the event study method. Fig. 1 and Fig. 2 show the non-parametric RDD(the non-parametric estimation polynomial are in second-order).

Table II: the RDD-DID results(use the polynomial of order 1)

	Anxiety	Loneliness	Depression	Irritability
SD _t , c*Year _t	0.942* ** (3.46)	0.173 (0.93)	0.369 (1.34)	0.880** (3.25)
Time FE	Yes	Yes	Yes	Yes
Spatial FE	Yes	Yes	Yes	Yes
New cases	Yes	Yes	Yes	Yes
Observations	2418	2418	2418	2418

	Suicide	Boredom	Insomnia	Stress	Panic
SD _t , c*Year _t	-0.0540 (-0.47)	1.827** *(5.85)	0.151 (1.12)	0.958* ** (4.10)	2.255* ** (6.97)
Time FE	Yes	Yes	Yes	Yes	Yes
Spatial FE	Yes	Yes	Yes	Yes	Yes
New cases	Yes	Yes	Yes	Yes	Yes
Observations	2418	2418	2418	2418	2418

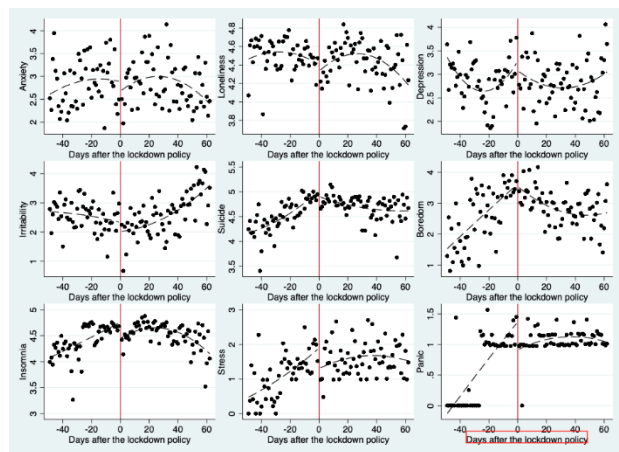


Fig I: 2019 Non-Parametric RDD Chart(with the polynomial of order 2)

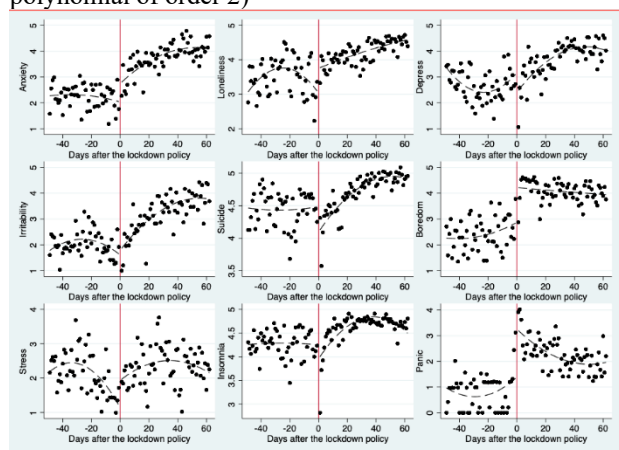


Fig II: 2020 Non-Parametric RDD Chart(with the polynomial of order 2)

4.3 Event study results

Fig. III and Fig. IV show the results of all variables for the event study. Although the four keywords, Anxiety, Loneliness, Depression, and Irritability, fluctuated before the city lockdown, they were generally consistent with the hypothesis of parallel trends. Also, the coefficients were all significantly non-zero after the city lockdown, which shows an increasing trend as the time

after the city lockdown increased. the remaining variables, such as Insomnia and Suicide, were lagged effects for changes. And Panic, Boredom, and Depression appear to have obvious pre-lockdown changes, which may result from the emergence and announcement of the epidemic itself.

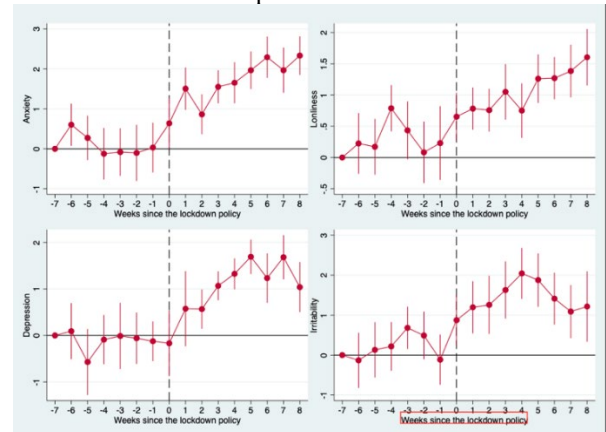


Fig III: the Duration of the lockdown policy for keywords that passed the parallel trend test

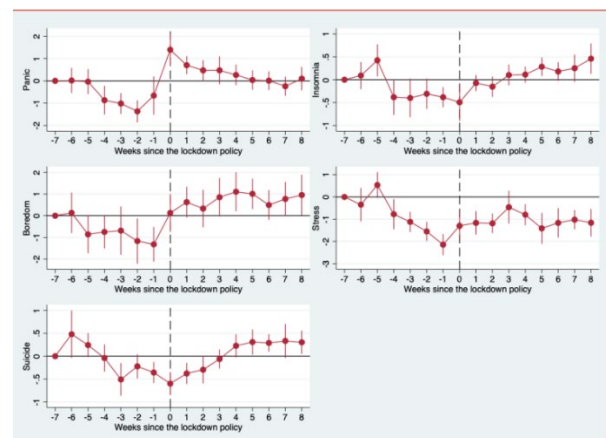


Fig IV: the Duration of the lockdown policy for keywords that failed the parallel trend test

4.4 Robustness checks results

We tested the above estimation results for robustness according to the three aspects mentioned in the previous section. We first changed the originally specified lockdown time of January 23, 2020 and selected the time when the lockdown was completed in each place as the sealing time for DID regression again. the regression results obtained are not significantly different from the original estimation results. Also, we changed the selection of time fixed effects and used exactly lunar dates as fixed effects for regression again. the regression results, the significance, and the magnitude of the coefficients were not significantly different from the original results. Besides, we conducted provincial-level regressions on data from non-Hubei cities. We find that the psychological status of non-Hubei residents was also affected by the lockdown of Hubei cities, but the magnitudes of the parameter estimators were smaller than those within Hubei. Therefore, we conclude that the four key words Anxiety, Loneliness, Depression,

and Irritability, which reflect people's mental health, have changed significantly after the city lockdown policy implementation. It indicates that the implementation of the city lockdown policy did affect people's mental health to a certain extent.

5. CONCLUSION

Although the lockdown policy effectively curbs the spread of the epidemic and play a positive role, our study shows that people's psychological conditions may be affected by the lockdown. Also, some negative emotions, such as anxiety, loneliness, depression, and Irritability, will erode people's psychological health. Therefore, we suggest that when the government implements the follow-up policy, they not only should pay attention to the epidemic and also monitor the psychological condition of people in real-time and provide

assistance to those who have negative emotions. In addition, the government should consider people's physical and mental health before enacting any policy, and prepare appropriate countermeasures to address predictable negative effects in advance.

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Higher Vocational Counselor Student Management into Ideological and Political Education

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Abstract: In higher vocational education system, counselors shoulder the heavy responsibility of student management, which plays a very important role in building a harmonious and healthy learning and development environment. At the present stage, under the influence of social environment, higher vocational students have more or less ideological understanding and moral quality problems, which has caused great resistance to the future development of higher vocational students. Therefore, higher vocational counselors need to strengthen the ideological and political education of students in student management work, as far as possible to help students form a healthy mentality and noble moral thoughts. This paper carries out a detailed analysis and exploration on the significance and strategy of integrating the student management of higher vocational counselors into ideological and political education, in order to share and communicate with the majority of educators.

Keywords: Higher vocational education; A counselor; Student management; Ideological and political education

1. INTRODUCTION

Ideological and political education is an important part of the complete education, is an effective way to cultivate students' ideological quality, spiritual morality, so each stage of education should improve the ideological and political education attention. As far as the management of counselors in higher vocational education is concerned, we should not only pay attention to the situation of students' life and study, but also pay attention to the development of students' comprehensive quality. Only in this way can we optimize the talent training system of higher vocational education and deliver high-quality and strong technical talents to the society. Therefore, ideological and political education can be effectively integrated into the management of counselors in higher vocational education. It has certain necessity and importance. the author believes that higher vocational counselors, as the main body of student management, although there are advantages in carrying out ideological and political education for students, they still need to adopt educational strategies in line with the law of students' physical and mental development, so as to create good conditions for the integration of ideological and political education, and really improve the comprehensive benefits of higher vocational counselors' student management.

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2. THE SIGNIFICANCE OF INTEGRATING IDEOLOGICAL AND POLITICAL EDUCATION INTO STUDENT MANAGEMENT

2.1 Help students form correct ideas

At present, a great change has taken place in the demand for talents in society, which has changed from the original demand for talents mainly based on professional knowledge and technology to the demand for talents parallel with technology and quality. In this case, it requires vocational education in our country to adjust the direction of talents training in time in order to meet the needs and situation of social development [1]. Therefore, higher vocational education, as an important talent training base, should add a section of ideological and political education on the basis of professional knowledge and technical teaching, so as to help students form ideological qualities that adapt to their own and social development. the organic integration of ideological and political education and student management of higher vocational counselors can strengthen the comprehensive benefits of ideological and political education in higher vocational education. For example, higher vocational counselors are in close contact with students and have a harmonious relationship with them. On this basis, reasonable ideological and political education can help students form a correct outlook on life, ideology and values. Take the ideological consciousness of students who do not want to bear hardships and pay as an example, counselors can have heart-to-heart talks with students and explain the truth of life to students in the process. Of course, they can also tell students their own life experiences, which is easier to improve the ideological and political education effect brought by heart-to-heart talks.

2.2 Help to improve the quality and efficiency of student management

The integration of ideological and political education into the student management of higher vocational counselors can not only improve the ideological quality of students, but also achieve the purpose of improving the quality and efficiency of student management. When carrying out student management, counselors choose the right time and the right way to carry out ideological and political education to students, which adds more color to the original monotonous and boring student management. In this case, it is conducive to creating management conditions suitable for students' needs, and students are more willing to follow the guidance of

counselors [2]. For example, in the absence of course learning tasks, counselors can organize students to carry out outward training, not only to enrich students' recreational life, but also to help students form excellent qualities such as unity and cooperation. At the same time, students can form a favorable impression of counselors, which lays a solid foundation for the follow-up student management work.

3. VOCATIONAL COUNSELORS' STUDENT MANAGEMENT INTO IDEOLOGICAL AND POLITICAL EDUCATION STRATEGY

In the field of education, the integration of high-quality educational resources can expand the dimension of education, enrich the content of education and improve the quality of teaching. However, the prerequisite for the integration of education is to ensure the scientific nature of the integration method and the compatibility of the integration elements. Therefore, the integration of ideological and political education in the management of students of higher vocational counselors. Ask counselors to explore and find scientific and appropriate integration strategies. the following is mainly from the innovation of student management work mode, good at building a harmonious relationship between teachers and students two aspects, put forward relatively feasible ideological education integration strategy:

3.1 Innovate the working way of student management

Management mode is the means to carry out management work, but also the key condition to guarantee the quality of management work, from the perspective of higher vocational counselors' student management into ideological and political education, management mode also plays a bridging role, so innovating the working mode of student management, is an effective path to achieve the goal of integrated ideological and political education. Based on the understanding of the law of physical and mental development of higher vocational college students, counselors should design work content, formulate work plans and create conditions for the integration of ideological and political education around the actual situation of students when carrying out various management work. For example, at present, many vocational students weariness psychology, and even some students think that the choice of vocational schools is to get a diploma, such students not only do not study but also affect other students to learn. In view of this situation, counselors should integrate ideological and political education into student management work, which needs to ensure that ideological and political education is targeted and profound. In combination with students' interest in watching movies, counselors can use the class meeting time to play inspirational film and television materials for students, so that students can feel life from the movies, look for the meaning and value of life, and realize that wasting youth and time is a wrong idea. At the same time, counselors should explain their own feelings about movies to students. This process is the best opportunity to carry out ideological

and political education for students, so that students can know what they want and need to do from the heart. the rationality and scientificity of ideological and political education can be effectively improved by selecting the content of ideological and political education and innovating the way of student management according to the actual situation of students.

3.2 Good at building a harmonious relationship between teachers and students

The harmonious relationship between teachers and students is the basic condition for carrying out education and student management. Therefore, when the higher vocational counselors integrate ideological and political education into the management work, they may as well start from the construction of harmonious relationship between teachers and students to create good conditions for carrying out ideological and political education. In the actual situation, students who have a good relationship with counselors are more willing to follow the guidance of counselors and will form a good trust in counselors. At this time, counselors' ideological and political education for students is bound to achieve twice the result with half the effort. Based on this, higher vocational counselors need to maintain a good relationship with students whether in work or in daily life, and finally form a relationship of friends with students. For example, in addition to student management, counselors should "get along" with students in their spare time, such as participating in sports with students, participating in club activities with students, carrying out social welfare activities with students, and conducting ideological and political education in the process of getting along with students. In this way, the effect of ideological and political education can be effectively improved.

4. CONCLUSION

To sum up, the organic integration of ideological and political education with the student management of higher vocational counselors plays a vital role in helping students to form good moral and spiritual qualities, which plays a vital role in education and value. From the two dimensions of building a harmonious relationship between teachers and students and innovating the working mode of student management, this paper puts forward the student management strategies conducive to the integration of ideological and political education.

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Research On the Application of Artificial Intelligence in Modern Computer Information Technology

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Abstract: The advent of the information age provides a lot of convenience for people's life and production, and the Internet is more closely related. The application of Internet technology can not only improve production efficiency and quality, but also improve people's living standards and accelerate the development of society towards the direction of modernization. For the current development situation, computer information technology in order to keep pace with the Times, should be updated in time, if only blindly attach importance to information transmission and content storage, it is difficult to stay in the market, to meet the needs of the development of the Times. Therefore, the combination of high-end technology and computer information technology promotes the rapid development of computer information technology. Based on this, this paper studies the application of artificial intelligence in modern computer information technology for reference.

Keywords: Artificial intelligence; Computer information technology; Application

1. INTRODUCTION

The application of artificial intelligence in computer information technology can thoroughly optimize people's life, improve production efficiency and obtain maximum benefits. Not only that, for high risk, repeated procedures frequently, difficult work, almost replace the manual position, from the actual reduction of safety accidents caused by human factors. In addition, artificial intelligence uses computers to constantly study and emulate the human brain, so that computer programs gradually realize intelligence and automation, and promote the long-term development of computer information technology. In the near future, artificial intelligence is likely to integrate with computer information technology, effectively improve human production and life style, and provide people with more comprehensive, high-quality modern services.

2. THE APPLICATION OF NETWORK SECURITY

Artificial intelligence plays an important role in network security management, which fully guarantees the stable operation of network. In the specific application of artificial intelligence process, focus on network firewall comprehensive management. No matter the invasion of spam messages, bad information, or intrusion of various information networks, artificial intelligence can be used to build big data networks, realize intelligent management and control, and prohibit information

garbage from entering the system [1]. For example, the anti-spam function is set in the artificial intelligence system, which can monitor the user's operation content in real time, record the website visited, scan the system in advance, and automatically deal with the user's internal information garbage. In addition to ensuring the safe operation of the computer network, it can also strictly keep the user's information confidential and ensure the integrity of the user's information. Intelligent firewall technology is the first important application of computer network security. Intelligent firewall technology generally uses statistics, memory, decision and probability methods to completely process and analyze different types of data information, and fundamentally solve various problems in network management security. In addition, different from the traditional firewall, the access permission is set in time, but the toxic information cannot be directly accessed, and it is immediately intercepted. The detection efficiency of intelligent firewall technology is far more than that of traditional network security management. Therefore, the application of artificial intelligence in network security greatly improves the computer defense function.

In the Internet era, information sharing can be realized by using computer information technology. At the same time, hackers and viruses adopt this way, which has a great impact on the network security operation of many users, and cannot guarantee the comprehensive management of network security. The Internet itself contains dangerous information. If users browse or access bad content without knowing about it, their computers are likely to be threatened, which may cause random intrusion inside the computer and damage the overall function. If artificial intelligence is applied to continuously encrypt and transmit the information needed by users, the security and reliability of information exchange will be greatly improved. AI, though, scans and detects risks across the board. For example, when users download materials and software on the Internet, artificial intelligence is used to detect them. If the installation package hides risks, the internal management function of the computer will block them in time and inform users of risks, effectively reducing the impact of network applications on users' computers.

3. THE APPLICATION OF ARTIFICIAL NEURAL TECHNOLOGY

Humans mainly use their nerves to exert total control over their thinking and behavior. In addition, artificial

intelligence achieves effective control of network by analogy, emulates the organizational changes of human brain, builds relevant system by using artificial intelligence technology, greatly improves network capability, forms neural network, discovers specific problems existing in the system through operation, and chooses appropriate countermeasures to deal with them fundamentally. Computer information technology simulates human brain, establishes artificial neural network, and carries on continuous learning and research. Moreover, artificial intelligence is highly fault-tolerant, and so is noise discrimination [2].

4. THE APPLICATION IN TEACHING

Computer technology can preserve digital knowledge and realize comprehensive transformation by artificial intelligence, which is of great significance to the management of teaching methods and contents. The use of artificial intelligence science to establish a resource base, so that teachers gain more benefits in practice, for students to build a platform to meet their own learning.

5. COMPREHENSIVE NETWORK MANAGEMENT

Artificial intelligence plays an important role in data information processing and network control. In addition to completely controlling different types of data information, artificial intelligence can also simulate the reaction function of human brain and make corresponding responses according to the actual situation. As network management is an important part of the application of artificial intelligence, it is also the prospect of the future development of the field of artificial intelligence. In the field of artificial intelligence, in-depth research and analysis of the expert system, constantly update and optimize the problem handling function, build a digital information management platform, realize comprehensive management, greatly improve the management level and management effect. At the same time, on the management platform, the relevant management system should be set up in time to create favorable conditions for its safe operation, management, evaluation and decision-making. Actively adopt the professional knowledge, rich experience and professional technology of the industry, and use the professional analysis function and processing function to solve problems in a timely manner. And this link is the core of promoting the safe operation of the network integrated management system. Finally, set up the smart application to transfer all the data to the database. For example, in the logical processing function, expert knowledge is sorted out from the database, and appropriate means are selected to evaluate and analyze it, so as to ensure the completion of data network construction and improve the level of information management integration.

6. AGENCY TECHNOLOGY

Artificial intelligence agent technology is one of the new technologies developed at present, which can

effectively meet the needs of market development and reach the actual standard of future development of artificial intelligence. Compared with the traditional intelligent technology, the application value of agent technology is reflected in the following aspects: (1) the development of agent technology is gradually toward the direction of intelligence, information and automation, with strong social function; (2) In the specific application process, the agent technology timely detects the working environment, considers the working environment and characteristics, designs clear implementation objectives, and ensures the orderly progress of the agent work. Artificial intelligence itself still processes data information effectively, but the difference is that it can act alone, effectively analyze, process and transmit information data, and further optimize the intelligence of the system [3].

7. CONCLUSION

Computer information technology has become an important support for the sustainable development of society, and the extensive application of artificial intelligence for computer information technology to create a lot of development space, so that the computer information technology continues to upgrade and improve. In the context of the Internet, if computer information technology wants to achieve long-term development, the scientific use of artificial intelligence becomes the focus. In this case, not only promote the further improvement of the computer field, but also can provide people with a lot of services and convenience, greatly improve the production efficiency and production quality, accelerate the development of the society towards high quality.

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The Core, Support and Integration of Journalism Communication Education in the New Media Environment

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Abstract: In the new media environment, journalism communication education is facing many new challenges. Therefore, it is necessary to discuss the countermeasures of journalism communication education from three aspects: core, support and integration. Through sorting out and reflecting on the challenges facing journalism communication education in the new media environment, this paper discusses the core, support and integration needed by journalism communication education.

Keywords: New media; Journalism and communication education; Core, support and integration

1. INTRODUCTION

Under the new media environment, the core of news communication education is to cultivate students' news literacy and humanistic literacy, so that they can master the law of communication under the new media environment and have new media thinking and ability. But from the current reality of our news communication education, there are still deficiencies in some aspects, which to some extent affect the quality of talent training and the social value. This paper analyzes it from the following aspects.

2. ADHERE TO THE CORRECT POLITICAL DIRECTION AS THE CORE

Marxism news view is the core of news communication education, and correct political direction is the most important premise of news communication education. Under the environment of new media, some negative information appears in the network space, which needs to be guided in the education of news communication. First of all, we should strengthen the close combination of news communication education and Chinese mainstream ideology construction. the education of journalism and communication needs to train socialist builders and successors under the great integration of social thoughts, and firmly strengthen the Party's leadership of journalism and adhere to the correct political direction. Secondly, students should be guided to establish the Marxist news concept, values and the basic way of thinking and innovation ability under the guidance of Marxist news concept. On the Internet, it is necessary to strengthen the supervision of online public opinions, online rumors and other information, and train students' ability to analyze and deal with problems. In addition, it is necessary to strengthen the guidance and guidance for students in the dissemination of socialist

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core values and the Party's line, principles and policies under the new media environment.

Through the emphasis on political orientation education in journalism and communication education in recent years, students' professional skill level and political accomplishment have been continuously improved. Under the new media environment, journalism communication education should adhere to the correct political direction as the core and soul, and run through all work [1]. At the same time, journalism and communication education under the new media environment should improve students' political and moral qualities on the basis of cultivating their professional ability and professional quality. On the one hand, we should adhere to the correct political direction and train students' political judgment, political understanding and political execution. On the other hand, we should guide students to strengthen moral cultivation and cultivate good professional ethics.

3. TO CULTIVATE STUDENTS' JOURNALISM PROFESSIONALISM AS SUPPORT

In the new media environment, the education of news communication needs to strengthen the cultivation of journalism professionalism. News communication literacy is a multi-dimensional concept, which involves two aspects of news theory and practice. From the theoretical perspective, news literacy includes news theory, media literacy, media technology application and professional ethics. From the perspective of practice, news literacy includes the mastery of professional knowledge and the application of relevant skills. Under the new media environment, the generation and dissemination of new information presents the characteristics of fragmentation, diversification, individuation and immediacy. This requires journalism students to have good information literacy, not only to understand the knowledge and information of mainstream media and mainstream public opinion field, but also to learn to identify false information and harmful information, so as to prevent misdirection caused by blind forwarding. In the new media environment, it is necessary to combine humanistic spirit, moral self-discipline and media technology application to cultivate students' media literacy, so as to cultivate compound talents who adapt to the new media environment.

At present, many journalism majors in domestic universities have set up courses integrating journalism and communication. However, such courses tend to

focus on the training of journalism skills, while ignoring the cultivation of journalism theories and other aspects, resulting in a certain lack of knowledge reserve and ability application of students. Therefore, it is necessary to further strengthen the construction and reform of this kind of courses to build it into the "core competitiveness" of journalism education.

4. THE INTEGRATION OF DISCIPLINES AND TECHNOLOGY

At present, interdisciplinary research is a trend in international academia. Integration is not only interdisciplinary, but also cross-disciplinary and cross-sectoral. Interdisciplinary and cross-field integration is a common trend in the international academic and news and communication circles, including the integration of traditional news and communication with social science and engineering technology, as well as cross-cultural and transnational integration. But in our news communication education, how to promote the integration of these fields still has some problems.

Among them, although the news communication education in our country has the trend of interdisciplinary and cross-department, it is mainly manifested as one-way integration. In fact, without the cultivation of students' comprehensive ability, practical ability and innovative ability, these trends will be difficult to achieve. In the new media environment, how to better strengthen the interdisciplinary and cross-departmental cooperation and exchange, this is a worthy of in-depth discussion. Of course, integration is not a simple addition and simple imitation, but to find a path with Chinese characteristics and in line with the requirements of the Times. the author believes that efforts can be made in the following aspects:

4.1 Taking "people first" as the core

In recent years, under the guidance of the "people-oriented" education concept, "cultivating virtues and cultivating people" has become the core task of journalism and communication education, and "What kind of talents the society needs" has become the core issue of journalism and communication education reform and development. "Who to train, how to train and for whom to train" is a fundamental issue in the reform and development of journalism and communication education, as well as a core proposition. Upholding the correct orientation of public opinion means adhering to the Marxist view of journalism, and upholding the correct orientation of public opinion is an important principle that the CPC has always adhered to. For news and communication talents, it is necessary to guide students to deeply study important discussions on propaganda ideological work, and closely combine them with the ongoing education of the theme of "Never forget the original intention and remember the mission". In specific teaching, students should not only be guided to deeply study the Marxist news view, the thought on

Socialism with Chinese Characteristics for a New Era and other classic works, but also be guided to deeply understand the people's position and Marxist historical materialism contained in them.

4.2 Carry out teaching reform with the idea of integrating multiple subjects

It is the trend of the development of journalism and communication education to take problems as guidance and constantly improve the quality of journalism and communication education. the best way to change the concept of valuing knowledge over practice in the past and cultivate students' ability to adapt to media changes, act quickly and solve problems is to bring experts of various disciplines, frontline staff of the industry and media peers into the teaching process [2]. Journalism and communication education should be more open and inclusive, not only for teachers and students on campus, but also for peers and industry outside the school. Not only for teachers and students within the teaching system, but also for the whole society. It is the need of the construction of journalism major with Chinese characteristics and the need of promoting the development of journalism and communication education to integrate journalism and communication education in colleges and universities into the development of social journalism and communication cause.

5. CONCLUSION

It is an important direction of the reform of journalism communication education to integrate multiple subjects in the teaching process. the traditional journalism education is mostly teacher-centered. the reform is to change this situation. Under the background of new media, journalism and communication education can no longer be limited to classroom and professional courses, but should include teachers and students, students and professional institutions in the teaching process. Only by carrying out teaching reform with the idea of integrating multiple subjects, can we mobilize students' enthusiasm and initiative in learning and cultivate talents who can adapt to social changes, act quickly and solve problems.

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A Study of College English Autonomous Learning Model Based on Flipped Classroom

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Abstract: At present, with the development of science and technology, the degree of information technology in society is gradually increasing, and the application range of information technology is increasingly wide. the combination of this technology and the field of education and teaching has produced some new teaching methods, including flipped classroom teaching method. If it is applied to college English teaching, it will help college students to carry out independent learning. It plays an important role in improving college students' autonomous learning ability. Therefore, when carrying out English teaching, college teachers can set up a perfect English autonomous learning model in combination with flipped classroom. In the process of applying flipped classroom, teachers need to clarify its core, make full use of information technology and media platforms, and design perfect English autonomous learning tasks for students in combination with specific English teaching content. Guide students to carry out voluntary learning after class, establish students' awareness of independent learning, solve learning problems for students in class, and further improve students' English level.

Keywords: Flipped classroom; College English; Autonomous learning model

1. INTRODUCTION

Flipped classroom itself is a new teaching model based on information technology, which is also the product of the combination of information technology and education and teaching. This teaching model can meet the development needs of modern education and teaching. If flipped classroom should be adopted in college English teaching, it can provide more possibilities for language knowledge imparted and play an important role in cultivating students' awareness and ability of independent learning. If college English teachers want to organize college students to conduct independent English learning on the basis of flipped classroom, they should clarify the specific content and key points of flipped classroom, set appropriate learning tasks for students based on the actual learning situation, and formulate a sound independent learning plan to guide students to conduct independent learning and exploration of relevant English knowledge. Group cooperation, independent inquiry and other forms are adopted to exercise students' learning ability and further promote their learning and development.

2. ANALYSIS OF THE CURRENT SITUATION OF COLLEGE ENGLISH LEARNING

2.1 The motivation of independent learning is relatively low

For current college students, they will show insufficient motivation in learning English knowledge, which will affect the effect of students' English learning. the reasons for this situation are mainly related to the following points.

Firstly, every college student is an independent individual, and there are great differences in personality among different college students. In the traditional college English teaching process, teachers adopt the teaching methods of "one-size-fits-all" and "inculcating", and do not consider the individual differences of students when designing learning tasks, which are all the same learning tasks. As a result, each student has a different level of learning and understanding. This traditional teaching method is difficult to fully mobilize students' subjective initiative in learning, and will have a negative impact on the quality of students' English learning and reduce their motivation for learning English [1].

Second, when teaching English knowledge, college teachers will adopt the small-class grouping method. Although this method can stimulate the sense of competition between groups and promote the enthusiasm of students in English learning, it does not play a significant role in enhancing the motivation of students in English learning. In addition, in the traditional English teaching mode, teachers can only supervise students' learning in class, but can't control students' English learning outside the classroom, so they can't control students' learning quality.

Third, the university campus adopts the credit system, which makes many students have the learning mentality of "not failing, passing is OK". Under the influence of this learning thought, it is difficult to achieve the effective cultivation of students' learning motivation, and students themselves lack of enthusiasm and initiative in learning English knowledge.

2.2 There are problems in the way of independent learning

For college students, each student has a great difference in English learning level, and in the past English teaching, teachers do not pay attention to the individual differences of students, and there are some problems in the independent learning mode used. Some college teachers still use the "cramming" teaching method when teaching students relevant English knowledge, which leads to the passive learning of students all the time, which is difficult to meet the requirements of independent learning. In this teaching process, students'

learning enthusiasm can not be mobilized, if the conditions of independent learning are not met. It is basically unable to lead students in independent learning [2].

3. ANALYSIS OF THE RELATIONSHIP BETWEEN FLIPPED CLASSROOM AND INDEPENDENT LEARNING

The so-called flipped classroom itself is a new teaching method produced in the information age, and it is quite different from the traditional teaching method. Flipped classroom makes full use of information technology, and also transforms the traditional teaching mode centered on textbooks, teachers and classrooms into a student-centered teaching mode. From a practical perspective, the specific process of flipped classroom is that teachers design appropriate preview tasks for English knowledge content and provide corresponding learning materials, so that students can learn independently after class. In class, problems in learning should be presented for teachers and students to discuss together. Through this self-learning mode, To achieve the perfect structure of students' English knowledge, but also to improve their own learning awareness.

Independent learning is a kind of learning ability and quality, which can play a positive role in promoting students' future learning and development. On the basis of flipped classroom, the English teaching model of independent learning is set up and students are organized to conduct independent learning. the main reason is that flipped classroom itself has the characteristics of autonomy. When teachers apply flipped classroom in English teaching, they can provide students with independent learning materials and encourage them to have a self-conscious and proactive preview. It is helpful for students to form a higher awareness of independent learning and achieve the ultimate goal of independent English learning mode [3].

4. THE APPLICATION OF FLIPPED CLASSROOM IN COLLEGE ENGLISH AUTONOMOUS LEARNING MODE

4.1 It is helpful for deep learning

If flipped classroom is scientifically applied in college English teaching, the roles of teachers and students in traditional classes will be changed, and the whole teaching mode will also be greatly changed. Students will change from passive learning state to active learning of English knowledge and actively construct knowledge. And teachers will directly transform from the dominant role of teaching in the past to the guiding role of students' independent learning. From the perspective of students, flipped classroom can arouse students' learning enthusiasm and arouse students' interest in independent exploration through information technology. Coupled with the support of a large number of learning resources and effective discussions with classmates and teachers, flipped classroom can help students obtain certain results and achievements from independent learning. At the same time, it can also promote students to in-depth study of relevant English knowledge, promote students to firmly grasp the

corresponding English knowledge, so as to improve students' English level.

4.2 It is beneficial to stimulate students' learning motivation

From a practical point of view, college students' motivation for learning English is not high, which is also an important factor affecting their independent learning of English knowledge. College teachers should pay attention to stimulating students' motivation for learning English and improving their enthusiasm and initiative in independent learning when carrying out English teaching. the scientific application of flipped classroom in English teaching can arouse students' English learning motivation and enhance their learning motivation, which can play an important role in the development of English teaching mode of independent learning and promote the improvement of students' independent learning ability [4].

5. EFFECTIVE STRATEGIES FOR COLLEGE ENGLISH AUTONOMOUS LEARNING MODE BASED ON FLIPPED CLASSROOM

5.1 Scientific creation of English cooperative learning groups

For flipped classroom teaching, its teaching tasks are usually carried out by individuals, groups and other forms. Therefore, when carrying out English teaching, if college teachers want to set up an effective self-learning mode based on flipped classroom, they can organize students to set up extracurricular cooperative learning groups to promote students to voluntarily learn relevant English knowledge through cooperative learning. This is also helpful to improve the effect of students' independent learning, but also to enhance their own cooperative learning awareness and ability. Based on this, in specific English teaching, teachers can ask students to organize cooperative learning groups by themselves, which can be grouped according to dormitory or learning level, to ensure the balance of learning strength of the group, and thus lay a good foundation for cooperative learning groups. After finishing the group work, teachers need to set up appropriate cooperative learning tasks according to the English teaching content, such as making PPT courseware, making knowledge explanation videos, oral speech and so on. Students are required to complete the corresponding learning tasks in groups before class. In this process, students in the group will assign tasks and set time in advance. Integrate and adjust tasks. At the same time, teachers can set up group competitions. For example, PPT made by each group will be evaluated in class, and students and teachers will conduct quantitative evaluation. the team with the highest score will win and get rewards that students are interested in. This kind of competition can stimulate students' initiative of independent cooperative learning, enhance their collective sense of honor, and strengthen their motivation for English learning, which can also improve the efficiency of English teaching under the mode of independent learning. In addition, students' learning thinking will become more active in this kind of group

cooperation competition, and they can also efficiently and independently complete the corresponding learning tasks, which can not only deepen their understanding of English knowledge, but also enable them to master the English knowledge in a short time.

5.2 Rational application of flipped classroom

If college teachers want to carry out effective independent English learning teaching, cultivate students' self-learning awareness and ability, and further enhance students' comprehensive learning ability, they can apply flipped classroom to teaching and scientifically optimize the original flipped classroom according to the specific learning situation and English teaching status. In order to effectively guide students to conduct independent learning in English teaching. When applying flipped classroom, college English teachers should first ask students to preview the English knowledge that needs to be explained in the next class, assign appropriate preview tasks for them, make perfect micro-class videos and guide plans for students according to the English knowledge explained in the next class, and present the important and difficult knowledge in them. It is sent to students on the learning platform, so that students can use the time after class to learn the knowledge content of the textbook, the content of micro-class video, and finish the corresponding guide plan. In the actual learning process, students will also have a lot of problems, so the teacher requires students to list the specific problems they encounter in the study. After that, students can show their learning problems directly in class, and teachers can choose students with few or no questions to answer relevant questions. If other students cannot answer, teachers can discuss and analyze a certain problem with students. In this process, students can deepen their understanding of relevant English knowledge. In the process of interacting with teachers, they can also have a certain sense of independent inquiry, and their inquiry ability is trained. This inverted classroom teaching mode plays an important role in stimulating students' awareness of independent learning, which can also improve the effect of independent college English learning [5].

5.3 Create multiple learning platforms

For flipped classroom, its effective application cannot be separated from the corresponding information platform. Therefore, college English teachers should not only set up the corresponding teaching activities, but also set up the information learning platform for students if they want to organize students to conduct independent learning during teaching, which requires the full use of advanced technical means. It is also necessary to collect rich learning materials and resources, so as to establish a sound information learning platform, use this platform to expand students' learning ways, break the limitation of time and space in traditional teaching, and encourage students to use the information learning platform to independently learn relevant English knowledge. Based on this, college teachers should make scientific application of various media platforms. They can use QQ, wechat and other

media software to establish English learning groups, upload important and difficult English knowledge materials and courseware to the learning groups, provide learning resources support for students' after-class review and consolidation, so as to guarantee the effect of students' independent learning after class. In addition, teachers should guide students to use this learning group to solve learning problems. They can directly transfer their English knowledge problems encountered after class to the learning group for discussion and analysis with other students, which is also conducive to students' independent learning. In addition, university teachers can also use information technology to establish a professional learning platform, and set up homework, teaching materials, learning resources and other modules on the platform, use the platform to upload a variety of learning resources, and can assign and submit homework on the platform, the platform can also evaluate the homework. Teachers can also use this platform to set up some English knowledge puzzle games, knowledge contests and so on, through these forms, to guide students to conduct independent learning, so as to improve their learning effect.

5.4 Effectively create teaching situation

If college English teachers want to exercise students' independent learning ability and enable them to actively learn English knowledge, they should mobilize their interest in learning English knowledge, so as to learn and understand relevant English knowledge independently. In order to achieve this purpose, teachers can create corresponding teaching situations for students in class based on flipped classroom and make use of corresponding information technology to ensure the interest and attraction of teaching situations. Oral English communication situations can be created in combination with actual life. For example, foreign teachers can be connected by information technology according to current English teaching content. Communicate with foreign teachers about the topics to be discussed in advance. Foreign teachers communicate with students about a certain life problem, so as to arouse students' interest in oral communication, so that they can actively communicate with foreign teachers. This can not only exercise students' oral English ability, but also establish students' oral English confidence. Make them willing to take the initiative to communicate in English [6].

6. CONCLUSION

Based on flipped classroom, organizing students to learn English independently can help college students improve their English learning ability and equip them with a higher awareness of independent learning and inquiry, which will play an important role in their future learning and development. Therefore, college English teachers should pay more attention to the flipped classroom teaching model, and reasonably design the autonomous learning model based on the actual situation, so that it can meet the actual learning needs of students.

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Operation Strategy of University Network Culture Platform Based on Mobile Short Video In the 5G Era

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Abstract: In the 5G era, the mobile communication network has significant advantages in data transmission rate, network delay, energy saving, cost reduction, traffic density, etc., and the level of system coordination and intelligence has been greatly improved, creating high-quality conditions and foundation for the development of the mobile short video platform. However, behind the development, we need to be alert to the negative impact of low-quality content on teenagers. This paper discusses the problems existing in the operation of university network culture platform based on mobile short video in the 5G era, and puts forward optimization suggestions.

Keywords: Mobile short video; Colleges and universities; Network culture platform

1. INTRODUCTION

In the 5G era, the mobile communication network has significant advantages in data transmission rate, network delay, energy saving, cost reduction, traffic density, etc., and the level of system coordination and intelligence has been greatly improved, creating high-quality conditions and foundation for the development of the mobile short video platform. With the vigorous development of big data, artificial intelligence and social networks in recent years, the forms of cultural communication have undergone great changes, and a lot of information can be accurately and directly used to the receiving groups [1].

At present, China's Internet short video industry maintains the basic competition pattern of TikTok and fast hand, and the launch of central video marks the final market battle; the development of short video content transitions from wild growth to benign development; the industry pain points change, and the introduction of various regulations forces the virtuous cycle of content production. Focusing on the short video industry, short video becomes the Internet standard function; affected by the COVID-19 epidemic, Vlog into short video development new wind outlet. However, behind the development, we still need to be alert to the negative impact of low-quality content on teenagers. With the progress of technology, short video will usher in the innovation and upgrading of content distribution and product services in the future, users' aesthetic standards and media literacy will be further improved, and the social networking of short video will become the foundation of the solid flow. How to grasp and operate the mobile short video channel, more truly and directly

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display the campus characteristics, enhance the effectiveness of the school brand, improve the communication efficiency, and export the mainstream values are the problems that universities should explore.

2. ANALYSIS OF THE OPERATION CHARACTERISTICS AND DEVELOPMENT SITUATION OF THE MOBILE SHORT VIDEO PLATFORM

Mobile short video refers to a kind of mobile social media that lasts from a few seconds to a few minutes. Using the network and mobile intelligent terminals and relying on mobile short video applications, it has a wide range of content, originality, personalized color, high participation of netizens and flexible form. Compared with static pan-content communication methods such as Weibo and wechat, mobile short video, with its creative dynamic picture and music advantages and accurate algorithm push mechanism, meets the fragmented reading habits and audio-visual needs of the audience in the new media era, and has become a new content communication mode favored among netizens.

"TikTok" short video platform gather, with strong user stickiness, novel and unique communication form, and powerful communication effect. According to the intelligent algorithm technology, it collects and user portrait information centered on user interest, and makes more accurate segmentation of the content while accurately pushing. When watching the content they are interested in, users can chain transmission through likes, forwarding and other forms, so as to further realize the diffusion and fission of traffic.

Mobile short video platforms, we still need to be alert to the negative impact of low-quality content on teenagers. At present, the literacy of short video creators needs to be strengthened. Once the video producers lack self-discipline and constraints, it is more likely to have a negative impact on the teenagers who browse videos.

3. ANALYSIS OF THE PROBLEMS EXISTING IN THE COMMUNICATION MODE OF THE UNIVERSITY NETWORK CULTURE BASED ON THE MOBILE SHORT VIDEO PLATFORM

3.1 The form of fusion is relatively single, and the implanted "broadcast" lacks new ideas.

Current universities TikTok video push for the news content on the focus of the images, add subtitles and sound push to the audience, the simple "implant" fusion way did not make full use of the spread of the TikTok platform itself characteristics, simple "handling" news information often lack of new, in the short term, but long

the user may produce visual fatigue, weaken the attention and communication effect [2].

3.2 The understanding of the platform function is not deep, and the two-way interaction with the audience is weak.

TikTok the short video platform itself has relevant functions to strengthen interaction. In addition to basic functions such as likes and comments, the TikTok platform also strengthens the communication and interaction through coordination and challenge between users

3.3 TikTok the entertainment of the platform needs to be balanced with the seriousness of the news and information release.

TikTok As a young short video platform, often funny or exaggerated stimulation content to get the biggest attention on the platform, achieve rapid spread, and colleges and other mainstream media of professional ethics and responsibility for the campus culture or important serious information of educational significance, avoid excessive entertainment and grandcontent, to this, in how to ensure the seriousness of major news information release, effectiveness at the same time fusion TikTok "ground" discourse style, need "CCTV news" and other mainstream media to make further exploration and thinking.

4. SUGGESTIONS ON OPTIMIZING THE OPERATION OF THE UNIVERSITY NETWORK CULTURE PLATFORM BASED ON MOBILE SHORT VIDEO

First, to optimize the user experience of the platform. Colleges and universities should promote innovative working methods by mastering the operation mode of network culture. It is necessary not only to display from multiple angles through the official microblog, wechat and other platforms, but also to ensure the rational use of comprehensive portal websites, professional academic websites and educational theme websites, so as to maintain the smooth links between platforms, and to improve the Internet experience of college students [3].

Second, we need to optimize the content structure of the platform. Colleges and universities should closely combine the operation mode of network culture with the construction of university network culture platform, ensure the compliance of education laws and network communication laws in the construction objectives and

implementation requirements, strengthen the supplement of resources and content through the three-level platforms of schools, colleges and departments, and enrich the knowledge structure of the network platform.

Third, optimize the platform organization and control. College students are users of we-media platforms, who can play their enthusiasm and initiative in the construction of the campus network culture platform. However, students' policy theory foundation is not deep enough and their political acuity is relatively weak, so it is difficult to accurately control the content push of the campus network culture platform. Therefore, in the platform construction, we should not only pay attention to the subjectivity and creativity of students, but also give full play to the dominance of teachers and control the direction, so as to build a controllable network culture platform of colleges and universities.

In general, the communication strategy of mobile short video in universities is divided into five levels, namely: flat and flexible organization system at the main level, audience level to meet information acquisition needs, at the channel level, differentiated communication strategy, distinct and diverse forms at the content level, and consensus and enhanced call at the effect level. the content provided by the network culture communication platform in colleges and universities must not only maintain the depth, accuracy and accuracy, but also be close to the reality of college students and catch the eyeball of college students, so as to fundamentally enhance the ideological guidance of students.

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Research On the Development Path of Logistics Industry from the Perspective of Artificial Intelligence

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Abstract: From the perspective of artificial intelligence, logistics industry is developing rapidly. In recent years, the emergence of e-commerce industry has accelerated the rapid rise of the logistics industry, to provide the majority of people with high-quality logistics services. Therefore, in the future environment, how to achieve long-term development of logistics industry has always become the focus of social attention. Based on this, this paper from the perspective of artificial intelligence, logistics industry development path in-depth research and discussion.

Keywords: Artificial intelligence: logistics industry: Development path

1. INTRODUCTION

Now, with the rapid arrival of the new era, the rapid development of the field of artificial intelligence is accelerated, so that the upgrading speed of different artificial intelligence technologies is accelerating, and they are widely used in various fields. From the perspective of artificial intelligence, the development of the industry is facing new reforms. the concept of intelligent logistics makes more and more people in society fully aware of the importance of artificial intelligence technology, effectively bring them advantages and convenience, and better promote the efficient development of the logistics industry. However, to some extent, the emergence of artificial intelligence technology not only creates more space for the development of the traditional logistics industry, but also faces many challenges, thus bringing double pressure.

2. BUILD AN ARTIFICIAL INTELLIGENCE INFORMATION MANAGEMENT PLATFORM

The construction of artificial intelligence information management platform is an important measure to accelerate the long-term development of logistics industry. First of all, with the support of artificial intelligence technology, the use of Internet technology to accelerate the rapid development of logistics industry, so that many logistics enterprises fully realize the importance of artificial intelligence technology, and constantly face the reform and innovation of industrial production factors. For example, smart robots are about to replace couriers; Driverless cars will soon replace autonomous cars. Faced with this form, the logistics industry must keep pace with the Times, actively promote its own practice reform, constantly update the concept of development, scientific construction of

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artificial intelligence information management platform, effectively understand the development and change of the industry, master the logistics needs of more people. the construction of this platform is also an inevitable trend of the current industry development situation and an important guarantee for the application and management of artificial intelligence technology. In the process of building the artificial intelligence information management platform, more artificial intelligence technology is needed to further update and improve the internal management function, and to upgrade the intelligent technology products in logistics distribution, greatly improve the level of intelligent management, better show the importance of artificial intelligence technology in the development of the logistics industry, and give play to its absolute advantages. Therefore, in the context of artificial intelligence, managers in the logistics industry must pay attention to it [1].

3. APPLY BLOCKCHAIN TECHNOLOGY TO OPTIMIZE THE DISTRIBUTION CHAIN

Regional chain technology is a new type of intelligent technology which is rapidly developed by artificial intelligence technology in logistics industry. the application of this intelligent technology has completely changed the previous rules of logistics industry and gradually conforms to the development of modern logistics industry. In the age of artificial intelligence, as people become more socially adaptable in order to survive in the long run, their genes will also change and become integrated with the machine. In this case, communication, information transmission and access between people have changed greatly, and blockchain technology has become an important premise for changes in the logistics industry. Scientific application of blockchain technology, simply put, is a new type of computer protocol structure, can be in the era of artificial intelligence for different intelligent products and tools for comprehensive management. Due to the operability and feasibility of blockchain technology itself, as well as the core, trust reduction and strong secrecy functions, it can be widely used in the logistics industry and provide logistics managers with a lot of convenience.

Not only that, for the current logistics industry, logistics distribution work is complex and diverse, and the chain is relatively long, the accumulation of information is increasing, resulting in logistics management is faced with numerous difficulties, need to build many branch

platforms, logistics information targeted analysis, processing and management. If the blockchain technology is applied to the logistics industry, it can completely change the above status quo. Blockchain technology is used to build an integrated management platform with financial services, logistics management, identity verification services, supply management and other management systems, comprehensively supervise and manage the development of logistics and express delivery, understand the delivery progress, rapidly realize information management, and further promote the development level of the logistics industry.

4. OPTIMIZE THE DEVELOPMENT OF INTELLIGENT LOGISTICS ENTERPRISE STRUCTURE

The active use of artificial intelligence technology plays a key role in the comprehensive optimization of the internal structure and organization of logistics enterprises, which is also an important guarantee to accelerate the rapid development of the logistics industry. With the support of artificial intelligence, the operation of the end of the logistics industry is gradually dispersed, resulting in more and more diversified demand of the end of the logistics industry, showing small quantification and personalized characteristics. At the end of the industry, the skilled use of relevant intelligent equipment and the allocation of professional artificial intelligence management personnel are conducive to the development of logistics organizations towards high quality and centralization. Optimize the enterprise management structure, scientific construction of intelligent logistics enterprise operation system. In order to achieve this goal, express delivery enterprises in the management process through many ways, multiple means to promote the realization of resource sharing between different enterprises, to provide data support for the decision and development direction of different enterprises. Use intelligent logistics enterprise structure to help enterprises reduce the impact of decision-making. Therefore, we should give full play to the application advantages of artificial intelligence, predict the likely complex factors and risks in operation in advance, make correct decisions for the long-term development of enterprises, and strengthen and improve the development strategy of enterprises. Moreover, the implementation of intelligent enterprise structure fully conforms to the characteristics of artificial intelligence, meets the development needs of logistics enterprises for artificial intelligence, and constantly promotes the development of logistics industry towards a sustainable direction [2].

5. CHANGES OF ARTIFICIAL INTELLIGENCE TO LOGISTICS ENTERPRISES

5.1 Intelligent planning

Through intelligent planning to help enterprises solve the problem of address selection, the use of artificial intelligence technology to consider the development direction of the enterprise and the actual environment, such as the geographical location of customers, suppliers and manufacturers, transportation conditions,

labor, construction costs, arrange relevant personnel to actively learn and improve, choose the best location scheme, effectively reduce artificial interference, reduce transportation costs, Maximize profits for the enterprise.

5.2 Intelligent equipment

Intelligent warehouse storage is characterized by intelligence and automation. A series of operation links such as receiving goods, shelving, tallying, stocktaking, sorting, warehousing and distribution vehicle scheduling are completely completed by intelligent robots. Therefore, the application of intelligent robots not only simplifies the work flow, improves the work efficiency, but also reduces the labor cost.

5.3 Intelligent distribution

In the environment of artificial intelligence, the shopping scene has changed drastically. Consumers get used to relying on online shopping. They place orders through online shopping malls. Unmanned delivery vehicles drive to customers' garages, take authorization from customers, open the trunk, put the goods in, and take the goods home directly after the customers get off work. In the whole process of logistics distribution, customers and distributors do not need to contact, and fully rely on the support of unmanned distribution equipment, artificial intelligence optimization route and other automatic equipment to efficiently complete the delivery of goods. In recent years, with the rapid development and progress of the rural e-commerce market, more and more enterprises begin to pay attention to the rural e-commerce market, effectively expand the delivery scale, and constantly obtain more benefits [3].

6. CONCLUSION

From the perspective of artificial intelligence, the vast majority of logistics companies, in order to keep up with the trend of the Times and meet people's various material needs, gradually expand the scale of development and obtain more benefits for themselves. Actively use different modern technologies, especially in management. With the arrival of the new era, the logistics industry will be accelerated to usher in a new reform, and the combination of big data, cloud computing and artificial intelligence technologies such as the Internet of Things will build a smart logistics industry chain. For logistics enterprises, the application of artificial intelligence technology in the logistics industry can not only improve the efficiency of logistics transportation, but also provide high-quality logistics services for the majority of people, expand the scope of service, and present a new situation of development.

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On the Application of Fine Management in College Logistics Management

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Abstract: With the development of the field of education, our country universities management is also facing greater challenges, in order to ensure the quality of the university management, we need to begin the university management from various aspects to improve the level of the university management. Fine management is conducive to the innovation of the past logistics management mode, so we should pay more attention to fine management. This paper will discuss the application of fine management in college logistics management.

Keywords: Fine management; College logistics management; Application

1. INTRODUCTION

In the management of colleges and universities, logistics management occupies an important position. Through the application of fine management to improve the level of logistics management in colleges and universities, it is helpful to optimize the past management mode. College logistics management personnel should realize the importance of fine management, master the characteristics of its application, so as to effectively implement this management concept, so as to solve the current problems in college logistics management, and promote the logistics management work to be optimized.

2. THE SIGNIFICANCE OF REFINED LOGISTICS MANAGEMENT IN UNIVERSITIES

In order to promote the development of college education, we should pay more attention to the management of colleges and universities. As an important part of university management, logistics management is of great significance, so it is necessary to master the content of logistics management in order to develop scientific and reasonable management strategies.

2.1 Innovate the idea of logistics management in colleges and universities

With the enrollment scale of colleges and universities expanding day by day, various management problems also emerge in an endless stream. In order to cope with these management problems, we need to strengthen the importance of logistics management, timely innovation logistics management concept, so as to effectively implement the work. For the development challenges in the new era, it is necessary to pay attention to the innovation of traditional management ideas, timely update the ideas of university managers, make them have a strong sense of crisis, and then strengthen the study of various advanced management methods, which

is conducive to providing strong support for the logistics management of universities [1].

2.2 Training logistics professionals

Under the application of the concept of fine management, colleges and universities will pay more attention to the development of logistics management, and carry out regular training activities for logistics talents, in order to implement the concept of fine management. From the actual situation, many colleges and universities logistics management personnel lack of professionalism, quality and ability is not high, resulting in the quality of logistics management in colleges and universities is not high. Refined management can create a good working atmosphere, motivate logistics managers to work more actively, and help improve their comprehensive quality and ability. Therefore, attention should be paid to the application of refined management [2].

2.3 Change the past extensive management

At the present stage, there are many problems in the logistics management of colleges and universities, mainly the use of extensive management forms, resulting in low utilization of resources, unclear division of responsibilities and so on, which seriously affects the effectiveness of logistics management of colleges and universities. Applying the concept of fine management to it will help change the past extensive management form, control the management cost to the maximum, and do a good job in the communication and contact between various departments, so as to improve the overall level of logistics management in colleges and universities, so as to promote the development of logistics management in colleges and universities towards the direction of standardization. In the management work of colleges and universities, fine management has more application advantages, not only can standardize the logistics management process of colleges and universities, but also can clarify the division of responsibilities, if there is a problem can be solved in time, to avoid the subsequent impact on the development of college education.

3. THE APPLICATION STRATEGY OF FINE MANAGEMENT IN COLLEGE LOGISTICS MANAGEMENT

With the arrival of the new era, in order to improve the overall level of logistics management in colleges and universities, it is necessary to strengthen the innovation of management ideas, such as the application of fine management concept to achieve this goal, so as to optimize the logistics management of colleges and universities. For relevant managers, they should have a

strong sense of responsibility and strengthen the study of the concept of fine management, so as to ensure that it can be put into place. Based on this, this paper will put forward the following application strategies:

3.1 Create a good management atmosphere

Logistics management in colleges and universities has always been affected by traditional management concepts, and it is not easy to get attention and attention, which will bring a lot of problems, such as the negative working attitude of relevant managers, which is not conducive to creating a positive and good management atmosphere. In this regard, colleges and universities should realize this problem, strengthen the importance of logistics management, constantly stimulate their work enthusiasm, so that they can realize the importance of logistics management, so as to effectively carry out fine management. First of all, colleges and universities can increase the publicity of logistics management, so that all teachers and students realize the importance of logistics management, and then change their attitude, actively cooperate with the development of related management, which is conducive to the development of logistics management in colleges and universities towards a refined direction. Secondly, colleges and universities should also carry out corresponding training activities to give managers more opportunities to learn, so that they can be exposed to more advanced and scientific management concepts, which is of great significance for the follow-up logistics management of colleges and universities [3].

3.2 Construct the logistics management system of colleges and universities

To carry out logistics management in colleges and universities, it is necessary to establish a perfect management system, so that managers can operate according to the management system, which is conducive to improving the level of logistics management in colleges and universities, so as to deal with various management problems. In this regard, colleges and universities can start from the following points: first, improve the refined assessment system of colleges and universities. Logistics management department is related to the development of logistics management of colleges and universities. Only by ensuring adequate human resources, can talents be provided for the follow-up management work. Second, the implementation of the refined concept, considering the actual situation of logistics management in colleges and universities to build logistics management system, help to make full use of management resources, so as to solve various management problems, and promote the smooth development of logistics management in colleges and universities. the third is to establish a scientific cost accounting system, with the help of fine management concept to strengthen the awareness of relevant managers, to facilitate better division, clear cost accounting work, so as to promote the smooth development of logistics management in colleges and universities.

3.3 Standardize the logistics management process of colleges and universities

With the arrival of the new situation, the logistics management of colleges and universities is also facing new development challenges. In order to cope with various management problems, it is necessary to standardize the development process of logistics management, ensure the orderly development of logistics management and avoid the interference of various factors, so as to improve the development level of logistics management of colleges and universities. In logistics management, the work flow is the key point, so it is necessary to integrate the refined concept into it and clarify the details of the work, which is conducive to improving the development level of logistics management. First of all, colleges and universities should formulate scientific management objectives and require relevant managers to operate according to management objectives, which is conducive to solving various management problems. Secondly, managers should do a good job of daily summary and feedback, and carefully record the shortcomings in the work, so as to provide reference for the development of future management work. Thirdly, colleges and universities should carefully formulate salary and treatment to ensure that it can play an effective supporting role and encourage relevant managers to be more active in management.

4. CONCLUSION

Logistics management is an important part of university management, so we should pay more attention to logistics management. From the actual situation of logistics management in colleges and universities, many problems have not been solved in time. This is because they are affected by traditional management concepts, which is not conducive to efficient and orderly management. In this regard, colleges and universities should pay more attention to the fine management, implement the fine management concept in place, formulate scientific and reasonable management objectives, ensure that this management concept can be fully implemented, further improve the original logistics management situation, so as to enhance the logistics management level of colleges and universities, and promote the development of colleges and universities to be more stable and smooth.

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The Mode for Training Innovative Medical Talent Focuses on Reforming Teaching Methods

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Abstracts: In the AI era, higher vocational educators must update their educational and teaching concepts to adapt to the development of education and teaching engage in Higher vocational school. This paper discusses the curriculum reform of higher vocational health education, and expounds the teaching method of combining the innovative experiment for training talents with the application of standardized patients (SP) and PBL (Problem-Based Learning). the perspective on classroom teaching creates a new way to reform medical education.

Keywords: Teaching reform; Innovative experiment; Standardized patient; PBL (Problem-Based Learning) teaching method

1. INTRODUCTION

The rapid development of AI will inevitably have a fierce impact on the current education and pose a severe challenge. the construction of curriculum system is a part of higher vocational education reform, important for the realization of training objectives, including the setting of curriculum, course model, teaching contents and course books, as well as the innovation of teaching means and methods.

2. CREATE AN ENTREPRENEURIAL TALENT TRAINING MODEL THROUGH INNOVATIVE EXPERIMENTS ON TALENT TRAINING MODELS.

2.1 From the angle of the AI development trend, the latest concept of medical education reform is to adhere to the synchronous development of medical and health care, economy and society, and adhere to the dynamic combination of professional education and entrepreneurship quality education, theoretical teaching and practices, employment instruction and entrepreneurship education. Therefore, it is necessary to actively reform and innovate medical health vocational education, so as to realize the unity of professional education and quality education, the unity of natural science education and humanistic education, the unity of liberal arts education and innovative education, theoretical education and entrepreneurship practical education.

2.2 Make a good plan of the teaching contents about "environment and health", highlight the characteristics of combining theoretical knowledge with working practice, explore the mode of entering medical and health institutions during the holidays before learning professional courses, carry out the students' practical

activities of "early contact with society, early understanding of society, early service to society", and actively promote the construction of campus professionalization. Create the professionalization of campus atmosphere, management and activities. Enable the students to conform to professional norms and standards in knowledge, skills, concepts, thinking, attitudes and psychology, and to achieve zero distance between students and employees and seamless links between students and professions.

2.3 Integrate the course contents, set up relevant courses and integrate the basic, confirmatory, comprehensive, design and innovative experiments of relevant courses according to the characteristics of the course, and control the ratio of theoretical courses to experimental, practical and discussion courses at about 1:1; Curriculum modules and the requirements for the innovative state construction and the cultivation of innovative talents should conform to the trend of higher education development, highlight the proportion of autonomous learning, lifelong learning and entrepreneurship and innovation education curriculum modules, and focus on cultivating hand-skilled talents with innovative ideas.

3. THE TEACHING METHOD COMBINING SP WITH PBL IS APPLIED TO ACHIEVE A QUALITATIVE LEAP IN THE REFORM OF HEALTH HIGHER VOCATIONAL EDUCATION AND TEACHING.

3.1 SP solves the problem that it is difficult to find targeted cases in the previous clinical teaching or tests, and it is available to the needs, thus improving of the test effectiveness. the teaching of clinical skills, clinical thinking and communication ability of students is carried out by using SP simulating patient's family members, corresponding patient's cases, multimedia patient's images and PBL teaching method, so that each student can face the same patient and problem. It improves the reliability of the evaluation results, and SP can be used as an evaluator to make a more reasonable evaluation of the subjects, which could not be done by any previous test means.

3.2 Reform the traditional teaching methods, introduce the "case-centered" and PBL teaching methods into the whole process of higher health vocational education, establish a medical professional entrepreneurship that takes cases as the guide, problems as the basis, students as the main body, teachers as the guidance, and students' ability as the teaching goal to meet the needs of the

objective development of China's health undertakings. A new mode of cultivating practical talents; Enriching teaching content and form, improving teaching efficiency, better mobilizing students' initiative and enthusiasm, cultivating students' innovative spirit and ability, infiltrating comprehensive quality training into all aspects of education and teaching, and truly implementing teaching and educating people.

3.3 The implementation of the whole-process monitoring system and four feedback mechanisms has formed a teaching quality monitoring network with smooth organization, command and information feedback.

The teaching monitoring system is mainly composed of the lecture-attending system, the teaching supervision system and the teaching inspection system. In order to improve the teaching quality and strengthen the teaching management, the four-level lecture system is implemented, that is, the lecture system of "teaching administrator--teaching supervisor--director of teaching and research section-- teaching student-supervisor". According to the various teaching objects, a number of teaching teams are set up to have teaching discussions on innovative teaching contents, carry out collective lesson preparation, conduct trial lectures on new contents by newly-opened course teachers, try to make and discuss teaching plans. A first-hand information can be obtained on classroom teaching in the most direct way through attending lectures, and the problems found in the teaching could be duly studied and improved.

3.4 Four kinds of effective feedback mechanisms have been established. First, classroom feedback. An immediate feedback is required to give to the instructor after listening to the lecture. Next, feedback at any time to the Academic Affairs Office in order to deal with the problems to be solved urgently. Thirdly, feedback regularly. Regular meetings of teaching supervision groups and teaching informants are to be held to give feedback to relevant units. Fourthly, networked feedback. Regularly deliver and feedback teaching information in all aspects through the private network of the Academic Affairs Office.

4. BY ORGANIZING THE WRITING OF PBL TEACHING PLANS, TEACHERS CAN GIVE FULL PLAY TO THEIR ROLE IN TEACHING AND EDUCATING PEOPLE.

4.1 Writing the PBL teaching plan highlights three principles -- "practice first, self-study-entered and ability first", and strengthens the five steps of SP probation (raising questions), self-study, discussion

(including intensive lectures), practical operation and evaluation; Emphasis should be laid on the following aspects: first, skillfully "proposing questions", which is reflected in the teacher's lesson preparation; second, being good at "intensive teaching", guiding students to discuss in depth around the questions raised in the stage of discussion. by combining with the case and the content of the textbook, which is an interactive teaching process of a way-way information feedback; thirdly, strict assessment, required to be carried out in every disease.

4.2 In the process of writing the teaching plan, the teacher has purposefully designed some questions, so that the students can have a dialectic analysis and a good mastery of knowledge through discussing the cases, solve relevant clinical problems with proficiency, and establish a three-dimensional framework of multidisciplinary knowledge. the significance of PBL teaching method is that it has found a solution to the disconnection between theory and professional practice, which makes theory and practice integrated during problem solving, and provides a integration mechanism for a series of important learning goals. Therefore, the PBL teaching model is constantly explored and practiced through the majority of educators.

In a word, the teaching reform of health higher vocational education is based on strengthening the internal links of various disciplines of medical education, realizing the teaching effect of improving the innovative thinking, innovative ability and innovative quality of the health students in an all-round way, so as to meet the needs of training innovative medical and health talents in the AI era.

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On the Sustainable Development of Higher Vocational Education

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Abstract: Higher vocational education is an important part of our higher education. With the deepening of reform and opening up and the rapid development of our economy and society, the demand for higher vocational and technical education is higher and higher. Higher vocational schools are required to have higher levels and levels of running schools. It has formed a talent training model of three levels: "oriented to the industry and oriented to the grassroots". However, higher vocational education in our country is still in an immature stage at present. There are still many problems in the course of its development, which seriously hinder the function of higher vocational colleges and the development of social economy.

Keywords: Higher vocational education; Sustainable development; Current situation

1. THE CURRENT DEVELOPMENT STATUS OF HIGHER VOCATIONAL EDUCATION

1.1 The environment for the development of higher vocational education needs to be improved

In recent years, the argument that "reading is useless" has appeared in the society, which makes many students' parents have certain misunderstanding and prejudice towards higher vocational education, believing that higher vocational education is not much different from ordinary colleges and universities, and they will not make any great achievements after graduation. This phenomenon not only seriously affects the development of higher vocational education itself, but also hinders the development of social economy.

At present, higher vocational education system has not been established in our country, nor a good social atmosphere, nor a stable source of running schools. In order to survive and develop, many higher vocational colleges have to carry out all kinds of publicity in the education market, which leads to the fact that higher vocational education is not valued in the society and is even regarded as an "alternative". Therefore, it is necessary to improve the status of higher vocational education, make it become an indispensable part of higher education, create a good social atmosphere, so that it is recognized and valued by all sectors of society.

1.2 The goal of talent training in higher vocational education has not been fully established

Due to the late establishment of our higher education system, there are still some problems in higher vocational education, such as influenced by traditional concepts, unclear understanding of the nature of higher education, lack of innovation, and no clear division of labor with the general higher education, which makes

higher vocational schools always have the tendency of "attaching more importance to diploma than skills" in the goal of personnel training. Some higher vocational colleges pay too much attention to knowledge, ability and quality education while ignoring the cultivation of students' values, professional ethics and professional spirit. As our country is in the period of social transformation, and higher vocational education is the product of social transformation, it will certainly have an influence on traditional values and social evaluation standards [1]. If the graduates trained by higher vocational colleges cannot meet the needs of talents for social and economic development, it will inevitably lead to the waste of social resources and the disharmony between talent structure and social structure.

1.3 There is a certain gap between the professional setting and social demand

With the development of market economy and the deepening of Chinese reform and opening up, the adjustment and optimization of economic structure and industrial structure have many emerging industries. The demand for talent in these industries has also changed a lot. Nowadays, with the rapid development of high and new technology, professional and technical personnel not only need to master the basic theory and basic skills of the major, but also need to understand the professional knowledge outside the major, such as computer, English, law and so on. However, the traditional personnel training mode and curriculum can not meet the requirements of these changes.

Secondly, higher vocational education, as a new thing, is still in its initial stage in the whole higher education system. In the construction of disciplines in higher vocational education, there is a general tendency to stress theory over practice, commonness over personality, and foundation over application. The most fundamental reason of this situation is the lack of recognition of the position and role of higher vocational education in our higher education system, and the lack of clear and reasonable development position and running ideas. Therefore, strengthening the basic construction and scientific research of higher vocational education is the premise and key to promote the sustainable development of higher vocational education.

2. HIGHER VOCATIONAL EDUCATION TO ACHIEVE SUSTAINABLE DEVELOPMENT OF EFFECTIVE COUNTERMEASURES

2.1 Improving the curriculum system

The curriculum system is the core to realize the sustainable development of higher vocational education. Guided by the market demand and aiming at cultivating

high-quality skilled talents, the curriculum system should be constantly improved. In the curriculum setting, the cultivation of application ability and vocational ability should be highlighted, and the links of theoretical teaching, practice and training should be optimized. Strengthen practical teaching links, actively implement the teaching mode of integration of science and practice, and realize the organic combination of theory and practice. the sustainable development of higher vocational education is a process of dynamic development, and its personnel training mode is also a process of continuous improvement and innovation. the talents trained by higher vocational education should be able to meet the needs of social and economic development and meet the demands of the job market and positions, which requires that higher vocational education should not only pay attention to the cultivation of students' technical skills, but also pay attention to the cultivation of their comprehensive quality, vocational ability and innovation ability. Therefore, higher vocational colleges should reform the personnel training mode to improve the competitiveness of students in employment. From the course system reform, build in line with the market demand and employers requirements of the course system.

2.1 Improving the teaching staff

The construction of teaching staff is an important part of the construction of higher vocational colleges. As the main body of higher vocational and technical education, the overall quality of teachers in higher vocational colleges determines the quality of personnel training. Due to the low overall quality of teachers, the low proportion of double-qualified teachers and the majority of young teachers among the teachers in higher vocational colleges, the quality of talent training in higher vocational colleges is not high. Therefore, if we want to improve the overall quality and level of teachers in higher vocational colleges, we should take measures to strengthen the construction of teachers.

First, we should increase the proportion of "double-qualified" teachers, actively carry out the training of "double-qualified" teachers, and gradually establish a team of "double-qualified" teachers with reasonable structure and excellent quality; Secondly, it is necessary to strengthen the cultivation and training of "double-qualified" teachers. the third is to strengthen the practice teaching link, improve the quality of "double teachers"; Fourth, we should further improve the incentive mechanism and constantly improve the level of "double talents".

2.3 Increasing the construction of vocational training bases

The construction of vocational skill training base in higher vocational colleges is the basis of cultivating high-quality and highly skilled talents and an important

guarantee for the teaching quality of higher vocational education. Therefore, the school should further increase the investment in the construction of vocational skills training base, improve the construction of vocational skills training base, and strengthen the construction of practical training teaching conditions. It is necessary to adhere to the guiding ideology of "service as the purpose and employment as the guide" in running a school, closely focus on the goal of training high-quality technical and skilled talents, pay attention to the construction of practical teaching links, and increase the construction of practice and training bases [2]. Various measures and means should be taken to improve the training conditions, establish the training base inside and outside the school and the joint school-running mechanism with industries and enterprises, and explore the establishment of an effective model of school-enterprise cooperation and the combination of work and study; In accordance with the principle of "according to the need to set up posts, according to the post set learning", to achieve the "double certificate" system; To further improve the professional skills training system; Production practice should be closely combined with post practice and post practice; It is necessary to take students' internship as the first gateway to employment after graduation and the key link to improve students' employability.

3. CONCLUSION

The development of higher vocational education is a process of continuous improvement and summing up of experience, which needs the support and efforts of society, government, enterprises and schools. At the same time of the rapid development of higher vocational education, we should note that with the further development of our economic system reform, we will face a more complex situation. If higher vocational colleges want to gain a dominant position in the fierce competition, they must carefully analyze the external environment and their own conditions, establish the scientific orientation and goal of running a school, deepen the reform of education and teaching constantly, and realize the sustainable development of higher vocational colleges while improving the quality and efficiency of education.

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On the Innovation of Ideological and Political Education Evaluation of College Students from the Perspective of Social Work

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Abstract: The ideological and political education of college students is very important, in the current era background, colleges and universities are very concerned about ideological and political education, and is gradually optimizing and innovating the original ideological and political education evaluation model. As an important link in teaching work, educational evaluation should be innovated continuously to make it conform to the actual development of ideological and political education. At present, the innovation work of ideological and political education evaluation in colleges and universities should be combined with the social situation, based on the perspective of social work to change the evaluation concept, enrich the evaluation theory, improve the evaluation index, so that the whole education evaluation work can be closer to the reality. Based on this, this paper discusses the innovation of ideological and political education evaluation of college students from the perspective of social work.

Keywords: Colleges and universities; Social work; Ideological and political education; Evaluation mode; Innovation strategy

1. INTRODUCTION

The rapid social change has an impact on people's thoughts. College students are all information technology users, so they are more susceptible to ideological impact, which is not conducive to the formation of students' correct values and professional ethics. Through the reform of ideological and political education and the innovation and optimization of the educational evaluation mode, ideological and political education work can be closer to the current situation of the Times. And promote the deep integration between social work and ideological and political education in colleges and universities.

2. THE PROBLEMS IN THE EVALUATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 There is a shortage in the evaluation of educators

With the development of the Times, the evaluation of ideological and political education in colleges and universities should be shifted to focus on the performance and development of students as much as possible, so as to conform to the current situation. However, according to the actual situation, the evaluation content of ideological and political education evaluation in colleges and universities is relatively simple. For example, many educators focus on guiding

the in-depth study of political theories, but ignore the individual development of students to a certain extent. For another example, in terms of performance, teachers' evaluation focuses on assessment results and pays too much attention to results, thus ignoring students' input in the education process [1].

2.2 The evaluation of educational process is relatively weak

At present, outcome evaluation is still used in many colleges and universities, and it is taken as the main standard to evaluate the result of students' ideological education. With the development of the Times, the evaluation mode of ideological and political education is no longer in line with the actual needs, and the simple outcome evaluation cannot meet the needs of ideological and political education evaluation. the ideological and political education of students is a long-term process, and the simple outcome evaluation is only limited to the assessment stage. the performance of students in the process of education is not included in the evaluation, which is very likely to affect the enthusiasm of students, which is also the main problem in the innovation of the evaluation model of ideological and political education.

2.3 Too much attention to quantitative evaluation, ignoring qualitative evaluation

In the evaluation work, we should pay attention to both quantitative evaluation and qualitative evaluation. Quantitative evaluation is an evaluation method which is widely used in many colleges and universities. However, it seems that simple quantitative evaluation has insufficient effectiveness in the evaluation of ideological and political education. From the previous analysis, it can be seen that the ideological and political education in colleges and universities pays too much attention to the outcome evaluation, which is also the concrete embodiment of quantitative evaluation. Although the quantitative evaluation is scientific, it can not reflect the deep problems in the ideological education of students, and is not conducive to strengthening the personalized education of students.

3. MEASURES TO INNOVATE THE EVALUATION SYSTEM OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF SOCIAL WORK

3.1 Indicators of educators

With the development of the Times, innovating the evaluation mode of ideological and political education

in colleges and universities has become the focus of ideological and political education. As participants and implementors in ideological and political education, educators should pay attention to changing their own ideas, reflect on their shortcomings in the evaluation of ideological and political education, and act as the reflector, companion and service provider in addition to participants and implementors [2]. For example, in the aspect of companions, educators should not only assume the teaching responsibilities of ideological and political education, but also strictly implement what is said in the classroom in daily life, and truly set an example to students, so that they can feel the company of teachers; In terms of service providers, teachers should implement the concept of "student-oriented", strengthen their own service concept in ideological and political education, and be good "service providers" for students.

3.2 Indicators of educatees

In the evaluation innovation of ideological and political education, we should attach importance to considering problems based on the perspective of the educatees, the evaluation model of science, rationality and feasibility, and guide students to actively participate in the teaching evaluation, do the teaching evaluation work participants, experience. At the same time, in the ideological and political education, it is necessary to avoid the outcome evaluation and one-sided evaluation, but to combine the ideological and political work with the individual development of students, promote the transformation of students' internal ideology through the development of ideological and political education, so that they can continue to improve their own political literacy, educators can comprehensively consider students' political quality, individual development, etc., in the evaluation. And gradually realize the whole process evaluation of students' learning situation, so that the whole evaluation mode is more positive, reasonable and scientific.

3.3 Educational content indicators

Ideological and political education has a profound influence on students' ideology. With the development of the Times, the importance of ideological and political education in colleges and universities is becoming more and more prominent. Therefore, in the educational evaluation work, we should attach importance to optimizing the examination content, such as testing students' grasp of Marxism, whether they can combine Marxism with life, whether they can realize the integration of knowledge and practice. At the same time, innovation of evaluation should also be achieved in the educational content, such as evaluating the political and ideological nature of educational content, clarifying the standards and positioning of educational content, and adding the content of students' career planning and psychological care on the basis of the regular evaluation content.

3.4 Indicators of educational methods

In the development of ideological and political education, scientific and reasonable education mode is

very important. In the past traditional evaluation mode, education mode is relatively simple. Based on this, in the current social work background, the evaluation system should pay attention to the innovation and optimization of education mode index [3]. First of all, based on the perspective of educational relations, the evaluation of ideological and political education should examine the interaction between teachers and students, find out the shortcomings in time, and formulate optimal countermeasures to improve the interaction between teachers and students; Secondly, from the perspective of educational function, we should not only pay attention to the explicit function of ideological and political education, but also pay attention to its "invisible softening" characteristics, especially the moral aspect, thinking stimulation and ideological level. Thirdly, based on the educational environment, it is necessary to strengthen the implementation of life-oriented education mode, socialization education, school ideological and political education towards social work opening situation; Finally, in the aspect of technical level, we should focus on the technical point of view to evaluate the index construction, development and operation of the evaluation system of educational mode index.

4. CONCLUSION

Ideological and political education has become the key content of college education and teaching work at present, education evaluation is the key of ideological and political education in colleges and universities, can carry on a comprehensive evaluation of the implementation of ideological and political education work in colleges and universities, has a positive impact on the development of education and teaching work in the future. In this paper, it focuses on the innovation of the evaluation mode of ideological and political education in colleges and universities from the perspective of social work. Firstly, it analyzes the deficiencies in the current evaluation mode of ideological and political education in colleges and universities, and puts forward several innovative suggestions, hoping to provide help to improve the comprehensiveness and comprehensiveness of education evaluation.

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The Innovation and Development Trend of Cross-Border E-Commerce Logistics Mode

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Abstract: In the rapid development of society, the field of e-commerce has made great progress, with the gradual strengthening of the world economic integration trend, the economic exchange between the world is very close, which also promotes the development of cross-border e-commerce. However, at present, the development of e-commerce lacks of attention to logistics mode, so that there are certain deficiencies between the two. Due to the lag and limitations of logistics mode, the further development of cross-border e-commerce is greatly affected. Based on this, the current cross-border e-commerce logistics model should be actively innovated, optimize its shortcomings, make it more suitable for the development of e-commerce, and strengthen the connection between the two, collaborative progress. In this paper, the innovation and development trend of cross-border e-commerce logistics mode is simply analyzed.

Keywords: Cross-border e-commerce; Logistics; Innovation; Development trend

I. PROBLEMS BETWEEN CROSS-BORDER E-COMMERCE AND CROSS-BORDER LOGISTICS

1.1 The logistics distribution time is too long

In China, most parcels in cross-border e-commerce are delivered by postal express, which takes a long time to deliver and is easy to lose parcels, bringing bad purchasing experience to consumers. Compared with domestic e-commerce, the industrial chain and links of cross-border logistics are relatively complex, mainly including local logistics, local customs, foreign transport and foreign logistics, etc. If these links are added together, the delivery time of cross-border logistics will be greatly increased, which is very unfriendly to some urgent parcels, easily delaying the use of consumers and damaging the reputation of e-commerce.

1.2 The development of cross-border e-commerce and cross-border logistics is not synchronized

Based on the current situation, the development speed of cross-border e-commerce and cross-border logistics is not consistent. the comparison between the two shows that the development speed of cross-border e-commerce is relatively fast. Although it can accelerate the development and reform of cross-border logistics, it is not friendly to cross-border logistics, and there are still problems of long delivery time, which affect the experience of consumers. What's more, with the continuous development of e-commerce, a large number of goods are overstocked. Only a small part of the goods

are normally distributed, and the rest of the parcels are deformed and damaged after being overstocked for a long time. Among them, only a small number of international companies really participate in transportation services. Other logistics enterprises only develop the local market, but fail to open up overseas consumer markets, resulting in limited development and unable to meet the interest demand [1].

1.3 Logistics connection within cross-border logistics

For cross-border logistics, it involves multiple logistics procedures. If these logistics procedures are not consistent, the delivery speed will be extended, and it is difficult to deliver goods to consumers within the specified time. However, at present, cross-border logistics is facing a very serious problem, that is, the lack of coordination, because cross-border logistics and domestic logistics are different, they are targeted at different consumer groups and consumer markets, plus cross-border logistics work objects are various, including sea, land and air, so as to expand logistics channels and obtain more economic benefits. In addition, problems also occur in the internal connection of cross-border logistics. Internal links are not closely connected, so users cannot query logistics information on the network and understand the progress of goods.

2. INNOVATION AND DEVELOPMENT TREND OF CROSS-BORDER E-COMMERCE LOGISTICS MODE

2.1 Promoting the coordinated development of cross-border logistics and cross-border e-commerce

To solve the above problems, in order to comprehensively solve cross-border logistics, we should not only break the restrictions of traditional regions, but also actively innovate relevant technologies, coordinate various forces, constantly integrate the logistics industry, form a comprehensive cross-border logistics strategy, speed up logistics transportation, reduce parcel loss rate, and provide consumers with a good purchasing experience. Generally, cross-border logistics mainly relies on cross-border e-commerce and integrates the two with the help of advanced network technology, so as to improve the tacit understanding and fit. At the same time, the work flow of all links can be optimized to ensure the effective connection of all links. In this way, skills can accelerate the collaborative development of cross-border logistics and e-commerce, and cost input can be reduced. Reduce wear and tear during parcel transportation, so that it can reach the destination quickly [2].

2.2 Promoting the coordinated development of cross-border logistics networks

At present, the development strategy of enterprises and the problems in the management of supply chain within logistics are the main reasons that affect the collaborative development of logistics network, and reduce the collaborative efficiency of logistics network. Based on this, logistics enterprises must realize the effective control of cross-border logistics internal management, to prevent the opinion deviation between each network member. At the same time, before the formal start of logistics work, enterprises should also optimize domestic logistics transportation, to solve a series of problems that may occur in the transportation process, especially the relevant control conditions of national logistics transportation. When cross-border goods enter the designated country, the customs must strictly inspect the goods, and then sort the goods in accordance with the prescribed process, and do a good job of after-sales work. When the goods do not meet the needs of consumers, they can be appropriately returned and replaced to provide consumers with quality services. For this link, logistics enterprises must ensure the coordination and cooperation among the whole cross-border logistics system. If cross-border logistics cooperation is completed by different countries and enterprises, international logistics enterprises must reasonably integrate the opinions put forward by enterprises, and finally select the best coordination and cooperation method to ensure the smooth implementation of the next link of cross-border logistics transportation activities. Increase economic returns.

2.3 Coordinated development and resource sharing among various logistics modes to achieve aggregation effect

The content of cross-border logistics is very complicated, mainly including domestic logistics and international logistics. Of course, there are also some customs related problems, such as entry-exit and commodity quality inspection, which elongate the industrial chain of cross-border logistics to a certain extent and make the content more and more complicated. In this case, if the transportation speed is not affected, the number of transportation modes must be increased. Open up multiple transportation channels to create more revenue. In addition, cross-border e-commerce is targeted at a wide range of customers all over the world. However, due to the great differences in the development level of different countries, the development of logistics industry in different countries cannot reach a united front, which greatly increases the difficulty of cross-border transactions, and logistics distribution cannot be completed within the expectation, affecting the income. Therefore, international logistics enterprises have great responsibilities and must coordinate the logistics level of different countries to

reach a unified height. Only in this way can resources be shared between countries, the cross-border e-commerce logistics system be more complete, cross-border transactions be carried out smoothly, and the global reputation be gained [3].

2.4 Strengthen the cooperation between local logistics companies

When carrying out localized logistics work, relevant enterprises must strengthen the cooperation between local logistics companies and suppliers, show the characteristics of cross-border logistics in the construction of overseas warehouses, and then take advantage of the advantages of localization, improve the role of localization of overseas warehouses, realize localized operation, and complete the distribution within the specified time, which can greatly reduce the transportation cost and improve the transportation efficiency. Bring better shopping experience to consumers.

3. CONCLUSION

With the acceleration of social development, logistics is no longer limited to the domestic, e-commerce is rising, there are more and more cross-border e-commerce platforms, not only for domestic transactions, but also cross-border e-commerce transactions between cross-border e-commerce and cross-border logistics, and the relationship between cross-border e-commerce and cross-border logistics is very close, they can promote each other and common development. At present, the development speed of cross-border logistics is far behind the pace of social and economic development, nor can it meet the market demand of cross-border e-commerce. In order to solve the current problems, it is necessary to build a perfect e-commerce, so as to help the development of cross-border logistics and adapt to the future needs of the industry.

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Research On the Hierarchical Teaching of Public English in Higher Vocational Colleges Based on MOOC

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Abstract: Under the current situation, the communication and cooperation between different regions of the world is becoming more and more close, the demand for talents with high English level is increasing, and the talent training work is facing new challenges. As the main front of training skilled talents, higher vocational colleges play an irreplaceable role in personnel training. However, it is worth noting that in the past period of time, higher vocational colleges have paid little attention to public English teaching in personnel training, failed to fully realize the importance of the work, and just blindly emphasized the improvement of professional skills. In this case, public English teaching means are relatively backward, the level of work is low, and the lack of pertinently. It is not conducive to the comprehensive development of talents, nor can it meet the requirements of the current global cooperation situation for talents. This paper analyzes the hierarchical teaching of public English in higher vocational colleges based on MOOCS, hoping to help higher vocational colleges further improve the level of public English courses.

Keywords: MOOC; Higher vocational education; Public English; Stratified teaching

1. INTRODUCTION

At the present stage, more and more higher vocational colleges have realized the problems and deficiencies in the development of public English courses in the teaching process, and actively try to innovate the public English teaching model, in order to promote the improvement of students' English level. However, due to the influence of many factors, the improvement of public English teaching is not ideal, and there is still a large room for improvement in teaching quality. Under the new situation, MOOCS have attracted high attention in the field of education. By innovating the existing teaching forms and emphasizing the use of large-scale open online courses, MOOCS can effectively enrich the teaching content and greatly help to improve the teaching quality. At present, English teachers in higher vocational colleges are also actively trying stratified teaching in their work, hoping to improve the pertinence of teaching in this way and ensure that every student can gain something from public English courses. In this paper, the author makes a detailed analysis of the current situation of the development of public English courses in higher vocational colleges, expounds the connotation of stratified public English

teaching, summarizes the existing problems in stratified teaching, explores the advantages of MOOC-based public English stratified teaching in higher vocational colleges, and puts forward specific teaching suggestions on this basis. the purpose is to provide some references for higher vocational colleges to carry out multi-level public English teaching based on MOOCS.

2. CURRENT SITUATION OF PUBLIC ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 Limited teaching resources

With the support of MOOCS, it is necessary to clarify the problems in education and teaching at the present stage, so as to lay a good foundation for improving the quality of public English teaching in higher vocational colleges. Limited teaching resources are the main problem facing the construction of English public classroom in higher vocational colleges at the present stage. In the improvement of students' English ability, students can only absorb English knowledge according to the content of teaching materials. Schools and teachers do not actively adjust the English teaching materials suitable for students' growth according to the needs of social talents. In this case, students' English application ability cannot meet the needs of social development, and students' practical ability cannot be effectively improved [1]. In addition, the school does not take into account the different majors of students when formulating the teaching content of higher vocational colleges. As a result, the English resources exposed to students are not targeted, which makes students unable to improve their professional ability in learning public English knowledge, and has some adverse effects on the future development of students.

2.2 There are differences in students' learning ability

Mastering the situation of students is the basis for teachers to carry out teaching reform. It is necessary to analyze the current situation of students to ensure that more reasonable strategies can be chosen to implement stratified teaching and integrate teaching into work while mastering the trend of students, so as to improve the efficiency of the work. In higher vocational colleges, there are not only high school students, but also junior high school graduates. Students of these two kinds of students generally show two different levels of English learning. Students who have graduated from high school have a relatively firm grasp of English knowledge and can follow the pace of teachers' teaching and learning. Students who graduate from junior middle school have

less English knowledge, and their learning ability is different from those who pass the college entrance examination. In addition, some students are ignorant of English knowledge and have little interest in it, which reflects the difference in students' learning ability, making it difficult for teachers to improve the quality of public English teaching under the condition of different student quality.

2.3 The assessment method is relatively simple

The relatively simple assessment method is one of the problems in public English teaching in higher vocational colleges. Teachers should analyze the causes of this phenomenon and take it as one of the bases for subsequent improvement. In the assessment work, schools often use the way of examination to assess students. In this way, students will recite quickly according to the key content drawn by teachers before the exam in order to cope with the exam, and students do not have in-depth knowledge of English usage, oral communication and other aspects, leading to the lack of comprehensiveness in the assessment [2]. In addition, teachers do not evaluate the advantages and disadvantages of students in the teaching work, ignore the process of students' efforts, as time goes by, students will not pay attention to the learning process, so that students' learning enthusiasm is reduced.

3. PROBLEMS IN THE APPLICATION OF STRATIFIED TEACHING IN PUBLIC ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

3.1 Ignoring student individualization

At the present stage, MOOCs are widely used in the construction of public English classroom in higher vocational colleges. However, due to the lack of teaching experience, there are some problems in the application of the platform, which should be analyzed by teachers to solve in the follow-up course construction, so as to improve the level of classroom teaching. In the application process of MOOCs teaching platform, there is a problem that students' individualization is ignored, and students' targeted teaching cannot be carried out, resulting in low efficiency of MOOCs platform integrated into classrooms [3]. After in-depth analysis, it can be seen that teachers will apply hierarchical teaching to implement knowledge transmission in MOOC teaching. However, in this work, teachers do not consider students' interest, learning ability, personality and other factors, but only stratify students according to the situation of students' entrance examination. In this case, students do not recognize the hierarchical results, leading to their uncooperation with teachers. It will ignore the teaching requirements of teachers, and teachers cannot improve the quality of multi-level teaching with the support of MOOCs.

3.2 Ignoring the characteristics of higher vocational curriculum

In stratified teaching, teachers tend to ignore the characteristics of professional curriculum setting to teach students, which leads to the difficulty of multi-level teaching. In the work of higher vocational

education, more attention is paid to practical teaching. Vocational colleges hope to improve the competitiveness of students by improving their practical ability when the source of students and teaching resources are worse than undergraduate colleges. Therefore, more practical courses will be added in the later learning of students, which is the characteristic of the curriculum setting of higher vocational majors. However, department teachers do not carry out in-depth analysis of this feature in stratified teaching and do not reasonably control the content of stratified tasks, which makes students tired to cope with and the quality of English teaching tasks is limited, resulting in students unable to improve in stratified teaching. In addition, in the teaching work, English teachers do not take the major characteristics of students as a factor of stratification, and only teach according to the needs of the common curriculum, which leads to the failure of students to learn knowledge related to their majors in the common English curriculum, and thus reduces the efficiency of stratified teaching.

3.3 Formalization of teaching methods

Stratified teaching is not about dividing students into different classes. Instead, it should focus on individualized teaching according to students' learning ability, interest and personality characteristics to ensure that students can effectively improve their own abilities under stratified teaching. However, in the actual stratified teaching work, the application of teaching methods is only formal, which leads to the teaching quality can not be improved. When teaching students at different levels, some teachers only analyze students' achievements, but fail to implement the idea of teaching students according to their aptitude, let alone teach students according to their needs in teaching, which reflects that teachers' ideas have not been changed, and students' dominant position in the classroom is difficult to be effectively reflected. In addition, in the application process of stratified teaching, some teachers still implement teaching according to the traditional teaching methods. In this case, apart from class classification and stratification, there is no new idea in public English teaching, which shows the problem of formalization of stratified teaching.

4. RESEARCH ON MULTI-LEVEL PUBLIC ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES BASED ON MOOCs

4.1 Strengthening the utilization of platform resources

After clarifying the current teaching problems, teachers should strengthen the application of MOOCs so that stratified teaching can play its role in public English teaching in higher vocational colleges. In English teaching in higher vocational colleges, most teachers create teaching environment for students based on textbooks. Therefore, students can only access the contents of textbooks in the process of learning. In this case, students at different levels cannot improve their own ability according to the teacher's instruction in classroom teaching time [4]. In view of this situation, teachers can strengthen the use of MOOCs platform,

expand the amount of knowledge that students can accept, and lay a solid foundation for students' future learning and development. When strengthening the utilization of resources on MOOCs platform, teachers should make it clear that vocational college students' autonomous learning ability is limited, that they cannot identify their own learning direction without the guidance of teachers, and that they cannot reasonably choose learning content according to their own abilities. Therefore, teachers should analyze students' personal conditions, stratify students, and recommend students according to the existing resources on MoOCs platform. Ensure that students can learn relevant knowledge repeatedly according to the recommendation of teachers, and ensure that students can learn content of their own level through the MOOC platform under the guidance of teachers.

4.2 Combine the platform work, change the teaching method

In order to implement multi-level teaching with the support of MOOCs platform, teachers should combine the functional characteristics of Moocs platform, actively change the teaching methods, create a modern teaching atmosphere, and ensure that students can strengthen their understanding of English knowledge in higher vocational colleges under this atmosphere, and ensure the effect of public English courses. In order to ensure the application efficiency of MOOCs and stratified teaching, teachers should combine them with appropriate teaching methods according to their characteristics and students' learning responses, so that students can strengthen their acceptance of MOOCs and stratified teaching methods under the integration of different teaching methods, so as to improve students' cooperation with teachers' changes in teaching methods. So as to effectively improve the efficiency of classroom teaching work. In the process of innovating teaching methods, teachers should also pay attention to the use of MOOC platform functions, use its bullet screen, comments, homework evaluation and other ways to grasp students' learning information and ideas, make these contents become the basis for teachers to carry out hierarchical education in the next step, and promote the further improvement of teaching level.

4.3 Cultivate students' independent learning ability

In the work of public English education in higher vocational colleges, teachers should make it clear that their teaching work should not only improve students' English scores, but also follow the requirements of quality education, improve students' abilities in all aspects, and ensure that students can improve their comprehensive quality in public English teaching in higher vocational colleges. In the past teaching work, teachers take their own thoughts as the main guide for teaching work, but in the long-term exam-oriented education, students are more willing to become listeners and cannot take the initiative to think deeply according to the questions raised by teachers. In this case, students do not have the awareness of active learning, and gradually lose the ability of independent learning. the

learning platform of MOOCs is different from the daily teaching work. Traditional teaching methods are affected by the place, time and people, and there is no way to reproduce the classroom. However, MoOCs just solve these problems and help students to use the time between classes and after class to learn English. After recognizing the advantages of MOOCs, teachers should reasonably classify students, recommend different English contents for MoOCs, require students to learn relevant knowledge independently, and guide students to enrich their independent learning ability in the process of watching MoOCs videos, so as to improve their comprehensive quality.

4.4 Strengthen teachers by means of MOOCs

In order to improve the quality of stratified teaching on the basis of MOOCs, teachers should use Moocs to strengthen teachers, change students' understanding of public English classes in higher vocational colleges through the improvement of self-ability, and thus reduce students' prejudice towards English classes. In practical work, teachers can enhance their mastery of professional knowledge and continuously improve their professional ability by learning MOOCs. On this basis, teachers can provide students with high-quality teaching guidance, improve students' learning efficiency and improve their English level by improving teachers' ability. In addition, some teachers who have participated in teaching for a short period of time can use MOOCs to analyze senior teachers' course explanation rhythm, teaching method application, professional knowledge series and other contents, so as to improve their teaching ability, ensure that their classroom teaching knowledge is more accessible, and enhance students' love for public English classes in higher vocational colleges [5]. In addition, in the process of improving their own ability, teachers should pay attention to the analysis of students' learning interests and situations, and clarify the needs of students at different levels for teaching content and methods, so as to achieve multi-level teaching and enable students to achieve personalized growth under multi-level teaching.

4.5 Reforming assessment methods

In stratified teaching, the most noteworthy thing is to cultivate students' individuation, so as to ensure that students can choose the knowledge more in line with their own development needs to learn under this teaching mode. In order to guide students at different levels to learn public English knowledge, it is necessary to actively reform the assessment method, help students understand themselves in an all-round way, and ensure that students can take the evaluation results as the basis for improving subsequent learning. In the past assessment work, teachers often evaluated students according to the scores obtained in the English test, and the evaluation standard was relatively simple. Such evaluation work was not process-oriented, and the evaluation of students was too one-sided. the development of the evaluation work was not ideal, and it could not point out the future learning direction for students. Under MOOCs, teachers can analyze the types

of knowledge viewed by students and their answers to questions after class, and make stratified evaluations of students according to their own understanding of students, so as to help students realize their own advantages and ensure that students can continuously strengthen their English knowledge learning under the teacher's evaluation.

5. CONCLUSION

To sum up, the multi-level public English teaching in higher vocational colleges based on MOOCs can effectively promote the improvement of teaching level, make English teaching more targeted, further enrich teaching resources, realize the innovation of teaching mode, and enable students to gain more in the teaching process and greatly improve their English level, which is of great help to the future employment and development of students. Under the new situation, higher vocational colleges should clearly identify the problems and deficiencies in the current process of public English teaching, understand the difficulties and challenges faced by multi-level teaching, fully realize the advantages of multi-level MOOC-based public English teaching in higher vocational colleges, and actively improve public English teaching. By optimizing the teaching scheme, innovating the teaching mode, cultivating students' self-learning ability and

reforming the assessment method, we can improve the level of public English courses, strengthen the influence on students and lay a solid foundation for the future development of students in higher vocational colleges.

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Discussion On Informatization of Personnel Management in Higher Vocational Colleges Under Network Environment

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Abstract: With the improvement of the technical level, the application of information technology to the personnel management of higher vocational colleges can effectively improve the level of personnel management and provide support for the development of higher vocational colleges. However, from the actual analysis, it is found that there are still deficiencies in the information construction of personnel management carried out by higher vocational colleges under the network environment, and relevant personnel need to formulate appropriate measures to optimize. This article briefly introduces the importance of personnel management in higher vocational colleges, analyzes the problems existing in the information construction of personnel management in higher vocational colleges, and puts forward improvement measures, hoping to provide support for the smooth development of personnel management in higher vocational colleges.

Keywords: Network environment; Higher vocational colleges; Personnel management; Informatization

1. INTRODUCTION

At present, higher vocational colleges have achieved certain development, so it is necessary to build a strong overall strength of the work team, to ensure the teaching quality of higher vocational colleges, so as to achieve better development of higher vocational colleges. However, from the actual analysis, it is found that there are still deficiencies in the personnel management carried out by higher vocational colleges, and relevant personnel need to explore vigorously, and use information technology to develop appropriate measures to promote, show the maximum role of personnel management information, to provide adequate human resources for the development of higher vocational colleges as support.

2. THE ROLE OF PERSONNEL MANAGEMENT INFORMATION CONSTRUCTION IN HIGHER VOCATIONAL COLLEGES

From the perspective of higher vocational colleges, the construction of personnel management informatization needs to apply information technology to each link of personnel management, so as to make personnel management work more efficient, improve the management level, and avoid personnel appointment more random situation. From the source of analysis, we can find that personnel management information construction can meet the needs of higher vocational colleges transformation and upgrading, and make

adjustments to the existing information management mode.

Administrators in higher vocational colleges should link all links of personnel management practice with information construction and improve the information level of personnel management with the help of the current management planning. In addition, higher vocational colleges also need to use information technology to improve the level of personnel management, enhance the overall strength of higher vocational colleges, and improve the current management problems in higher vocational colleges [1].

3. CURRENT SITUATION OF PERSONNEL MANAGEMENT INFORMATIZATION IN HIGHER VOCATIONAL COLLEGES

In the network era, information technology has developed rapidly, which provides certain conditions for personnel management innovation. However, at present, the personnel management carried out by higher vocational colleges will still be affected by many factors, leading to its difficult to achieve the goal of keeping pace with the Times, the relevant personnel need to explore vigorously, clear the status quo of personnel management information in higher vocational colleges. the status quo of personnel management informatization in higher vocational colleges can be summarized as follows:

3.1 There is a certain lag in the thinking of personnel management in higher vocational colleges

In the new era, higher vocational colleges have not updated personnel management under the support of information technology. Most higher vocational colleges, especially private higher vocational colleges, lack attention to personnel management, and even regard personnel management department as logistics, and have not built a systematic and comprehensive management system. In addition, most personnel departments in higher vocational colleges can only operate with the help of computers when carrying out information management, unable to achieve comprehensive coverage of information, which, from a certain perspective, restricts the further development of colleges and universities [2].

3.2 Personnel management informatization degree is low

When carrying out personnel management work in higher vocational colleges, information construction can reduce the pressure of staff, make related work more efficient, provide convenience for schools and students,

and this has higher requirements for staff information literacy, the need for staff skilled use of information technology, adapt to the relevant work, and obtain accurate data. However, from the actual analysis, it is found that most of the personnel management personnel in higher vocational colleges are older or even on the verge of retirement, and they have less information technology, which leads to the information level of personnel management is not high. In addition, when carrying out personnel information management in higher vocational colleges, the work pressure is relatively large, which requires processing a large number of data and requires professional personnel to be responsible for providing support for the smooth development of follow-up work.

3.3 The goal of personnel information sharing has not been achieved

Although some higher vocational colleges build personnel management information system with the help of information technology, the information management carried out by them has strong limitations. the lack of connection between various systems makes it impossible to achieve the goal of information resource sharing, resulting in a certain lag in information update and the inability to obtain accurate and reliable data. From a certain point of view, It seriously restricts the orderly advancement of personnel management in higher vocational colleges.

4. MEASURES TO IMPROVE THE EFFECT OF INFORMATION CONSTRUCTION OF PERSONNEL MANAGEMENT IN HIGHER VOCATIONAL COLLEGES

Improving the information construction effect of personnel management in higher vocational colleges can provide support for the long-term development of higher vocational colleges. Relevant personnel can carry out their work from the following points:

4.1 Organize personnel management personnel to participate in learning

In order to improve the effect of personnel management informatization construction in higher vocational colleges, it is necessary to enhance the informatization degree of personnel management personnel, ensure that they have enough ability to do a good job in data analysis, mining and processing, and provide support for the smooth development of follow-up work. In this process, higher vocational colleges also need to update the technology to obtain more accurate data, so the staff should take the initiative to update their knowledge reserve. In addition, higher vocational colleges also need to organize the staff to participate in the study, improve the professional quality of the staff, for the follow-up development of higher vocational colleges to improve support.

4.2 Using information technology for office work

Staff should rely on the assessment system to improve the level of information management in higher vocational colleges, and use perfect information management system in daily office, timely upload relevant information with the help of information

technology, achieve the goal of paperless office, and provide support for the smooth development of staff work.

4.3 Supplement the existing information management system

First, to clarify the personnel management information platform authority. Personnel information management platform can provide a reliable way for personnel information management in higher vocational colleges. Therefore, relevant personnel should use this platform for information collection and summary, to facilitate the smooth development of personnel management work. It should be noted that the personnel information management platform has strong comprehensiveness and confidentiality, which requires the relevant personnel to reasonably divide the application authority, and ensure that the data is safe to prevent the departments from passing the buck to each other in the process of work. In addition, each department also needs to maintain the module regularly and do a good job of information review and other work. Second, the management system should be improved to improve the degree of operation norms [3]. In this process, the management department also needs to take into account the reality of the need to develop relevant operational norms, and upload them to the information platform, to ensure that personnel management can show its due value.

5. CONCLUSION

In the new era, people have stepped into the network era, the personnel management information system has higher requirements, with the help of personnel management information system, can help enterprises to achieve paperless office needs, make personnel management work more standardized, improve the current personnel management staff work pressure, improve the quality of management, Help higher vocational colleges to clarify the direction of further development. Therefore, relevant personnel should be skilled in the application of information technology, with the support of information technology, to create a perfect personnel management information system, to promote higher vocational colleges to achieve long-term development goals.

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Research on the Cultivation Path of College Students' Craftsman Spirit from the Perspective of Innovation and Entrepreneurship Competition

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Abstract: Under the background of the new era, there is a great demand for high-quality talents in all industries. In recent years, colleges and universities pay more attention to training applied talents to provide talents for the development of all walks of life. In today's context of innovation and entrepreneurship, many cities and universities have held innovation and entrepreneurship competitions for many times to help cultivate students' craftsman spirit, so that they should have craftsman spirit and professional quality as well as strong professional skills. From the perspective of students' long-term development, cultivating craftsman spirit is of great help to students' future professional development, and can temper their spiritual will and professional quality. Based on this, this paper discusses the ways to cultivate college students' craftsman spirit from the perspective of innovation and entrepreneurship.

Keywords: Innovation and entrepreneurship; Craftsman spirit; Ideological and political education; Industry-university-research

1. THE PATH SELECTION OF THE CULTIVATION OF CRAFTSMAN SPIRIT

1.1 Combination of production, education and research
In China, there is a problem of "emphasizing theory over practice" in teaching at any stage. Even some application-oriented universities arrange practical courses for students in form rather than substance, completely ignoring students' actual situation and interests. As a result, students are not interested in learning and cannot flexibly apply what they have learned after graduation. Make it unable to play their ability, after a long time will produce useless thoughts, work attitude is not correct. In order to effectively avoid this situation, colleges and universities can combine production, study and research in the teaching process and implement it into every link of college students' growth, which can enrich college students' college life, not only learn theoretical knowledge, but also participate in practice with a purpose, mobilize students' learning enthusiasm and interest, and meet their own needs. To put it simply, industry-university-research is practice. Only when all links are coordinated and unified can schools give full play to the role of industry-university-research, enable students to learn the knowledge of the chosen major down-to-earth, cultivate

the sense of innovation and entrepreneurship and the spirit of craftsmanship, and be down-to-earth in the future social life [1].

1.2 Colleges and universities need to carry out ideological and political education

In the current context of innovation and entrepreneurship, higher requirements are put forward for college students, who not only need profound professional knowledge, but also have interpersonal skills and noble moral qualities to better establish themselves in the society. At present, ideological and political education in colleges and universities, as the main form of moral education for college students, can be combined with the spirit of the craftsman to develop targeted teaching plans and objectives, so that the spirit of the craftsman can be integrated into daily teaching. At the same time, teachers should effectively carry out the spirit of the craftsman education according to the characteristics of each student. Let them choose their future career according to their own interests and hobbies, and do a good job planning, from the present stage to cultivate college students' collective sense of honor, sense of work responsibility and sense of mission, improve the comprehensive quality.

1.3 Example is an effective driving force to cultivate college students' craftsman spirit

For college students, example is the driving force to guide students forward. In the teaching process, schools can make a general survey of students to understand the role models that students worship, and then use the power of examples to attract the attention of college students, so that they can imitate learning, improve their moral quality, and better growth and success. However, nowadays, with the rapid development of society, the traditional craftsman and the spirit of excellent craftsman are gradually disappearing, which has affected the cultivation of the craftsman spirit of college students to a certain extent. Therefore, schools must protect the traditional and excellent craftsman and make them a representative example in the new era, so as to better educate and inspire students and cultivate the craftsman spirit of college students. Make sure they keep their feet on the ground.

2. MEASURES TO ENHANCE THE CULTIVATION OF COLLEGE STUDENTS' CRAFTSMAN SPIRIT

2.1 Colleges and universities should strengthen cooperation with enterprises

Under the current background of innovation and entrepreneurship, the cultivation of college students' craftsman spirit cannot be accomplished overnight, but needs to proceed from the reality, be down-to-earth and step by step. Therefore, cultivation measures should be actively formulated according to the cultivation of craftsman spirit. First of all, universities and enterprises can strengthen cooperation [2]. In the teaching of professional courses, colleges and universities should actively strengthen the connection with enterprises, and set up professional courses in line with the employment orientation of college students. Before this, colleges and universities should conduct research on local counterpart enterprises in advance to find enterprises in line with the actual situation of colleges and universities. Not only that, colleges and universities should optimize and innovate the training system. Many colleges and universities are relatively backward in the training system, which greatly affects the cultivation of craftsman spirit. Therefore, we must pay attention to the innovation and optimization of the training system, actively respond to the national call for innovation and entrepreneurship, realize closer cooperation between schools and enterprises under relevant preferential policies, and provide help to cultivate students' craftsman spirit.

2.2 Actively strengthen the integration of ideological and political education and craftsman spirit training in colleges and universities

As the home field for cultivating college students' craftsman spirit, ideological and political education is also the main front, so colleges and universities must combine ideological and political education with craftsman spirit, let teachers play their exemplary role and set an example, take every lesson seriously in teaching, and carefully prepare courseware and design interactive classroom links before every lesson, so as to enrich teaching content. This can liven up the classroom atmosphere, let students feel the importance of cultivating artisan spirit, and actively cooperate with teachers to promote the smooth development of cultivation work. In addition, ideological and political teachers should also improve their professional level, practice will make perfect use of knowledge, so that ideological and political education can better integrate with the craftsman spirit, greatly improve the cultivation efficiency of the craftsman spirit on the basis of the original, but also make the ideological and political education and the cultivation of the craftsman spirit more easily, the advantages outweigh the disadvantages, which can not only improve the professional teaching level of teachers, It can also improve the moral character of college students and make them useful to the society in the future.

2.3 To create opportunities for college students to contact role models

Model education is applicable to all stages and all fields of teaching. In the cultivation of college students' craftsman spirit, model education should be added, and people with craftsman spirit should be regularly invited to the school, so that students of related majors can contact and communicate with each other at zero distance. In addition, they can also give lectures to pass on their experience to students, so that students can realize the importance and necessity of craftsman spirit ideologically. In addition, schools can regularly push representative people and events in relevant majors to students through wechat, QQ, Yiban and other online platforms, so that online teaching and offline education can be combined, so that students can have access to high-quality model education, and better form the spirit of craftsmanship [3].

3. CONCLUSION

To sum up, the so-called craftsman spirit is actually a kind of meticulous dedication spirit, the innovation spirit of pursuing excellence, but also the creative spirit of striving for excellence, which can help college students gain a firm foothold in the future social road. College students, as future builders of society, will also play an important role in promoting social development. Under the background of the current new period, we must do a good job in innovation and entrepreneurship education of college students, put forward new requirements for colleges and universities, and cultivate their craftsman spirit in the first place, so that they can become useful talents to the country and society. Therefore, colleges and universities must recognize the importance of cultivating college students' craftsman spirit, explore the right means of cultivating the craftsman spirit under the current background of innovation and entrepreneurship, enhance the personality charm of college students, and lay a good foundation for their future development.

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Opportunities, Challenges and Paths for The Development of Traditional Health Exercises from The Perspective of General Health

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Abstract: Using the literature method, field investigation method and expert interview method, this paper analyzes the characteristics of traditional health preservation exercises and the core concept of "great health", and interprets the opportunities, challenges and paths of the development of traditional health exercises from the perspective of great health. It is proposed that at the moment of practicing the new policy, we must seize the opportunity, bravely accept the challenge, and solve the dilemma by launching traditional health preservation exercise lecture competitions, expanding the integrated development of the industrial chain, sorting out traditional health care exercise resources, building a regional cultural system, and compiling into teaching materials to popularize. This is not only of great significance to help the development of the traditional health exercise industry and drive the economic development of traditional health exercises, but also plays a positive role in building a well-off society in all respects and promoting the health of the whole people.

Keyword: Great Health; traditional health exercises; Opportunity; Challenge; Path;

1 TRADITIONAL HEALTH EXERCISES AND THE CORE CONCEPT OF "GREAT HEALTH"

On August 19, 2016, the general secretary officially put forward the concept of "great health and great hygiene" at the National Health and Health Conference, which changed the health content, work center and service scope of China's traditional health services, expanded the categories of health services, strengthened the emphasis on disease prevention, and adjusted the scope of health and health services with the expanded standards of health connotation. [1] Subsequently, in October 2017, the report of the 19th National Congress of the Communist Party of China proposed the implementation of the "Healthy China"[2] strategy. In October 2022, the report of the 20th National Congress of the Communist Party of China proposed to "promote the construction of a healthy China and put the protection of people's health in a strategic position of priority development"[3], raising "great health" to an

unprecedented height. In this context, it is of practical significance to explain the opportunities, challenges and paths of the development of traditional health exercises in China from the perspective of "great health".

The traditional health preservation exercises are guided by the overall concept of health preservation, with the means of unclogging qi and blood, unblocking meridians, and harmonizing internal organs, and the purpose of preserving life and prolonging life. There are three types of common traditional health exercises. the first is the guided massage category with guidance and massage as the main content; the second is to take external qi, swallow vitality, think about serving qi, and mobilizing internal qi as the main content; the third is the type of mind cultivation with meditation, sitting and forgetting, keeping the trick, and thinking as the main content.

The concept of "great health" is based on the idea of "curing diseases before they occur"[4] in the Yellow Emperor's Internal Canon. Its core philosophy is twofold. First, prevention before illness. "The saint does not cure the disease"[4], the disease has not yet occurred, that is, take reasonable diet, good work and rest and other preventive measures. the second is to prevent the disease from changing. In the initial stage of the disease, the process of disease occurrence and development and the law of transmission should be mastered, and timely treatment should be given.

2 DEVELOPMENT OPPORTUNITIES OF TRADITIONAL HEALTH EXERCISES FROM THE PERSPECTIVE OF "GREAT HEALTH"

The development of traditional health exercises in the context of general health is not only the pursuit of people's own development, but also the demand of the development of the times. Based on this, the development of traditional health exercises has encountered a very good opportunity.

2.1 There is national policy support

The development of any undertaking is inseparable from the support of national policies. the same is true of the development of traditional health exercises.

The development of traditional health exercises has encountered a very good national policy opportunity.

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There are two specific ones. First, there is the support of the state's policy of developing traditional health exercises. In 2016, the state issued the "Healthy China 2030" planning outline [5], followed by the "Opinions on the Implementation of the Development Project for the Inheritance and Development of Excellent Traditional Chinese Culture" in 2017[6], which clarified the overall requirements and main contents of inheriting excellent culture. Later in 2019, the Opinions on the Implementation of the Healthy China Initiative were issued [7]. These documents, which emphasize prevention first, advocate a healthy and civilized lifestyle, and popularize scientific fitness knowledge and fitness methods, provide a policy basis for the development of traditional health exercises. Second, there is the support of the state to carry out traditional health preservation exercises lecture competitions. Nowadays, the state not only uses various online and offline forms to carry out publicity activities such as lecture halls of famous traditional health exercises, exchange conferences, and physical health teacher training, but also promotes them through discussions with experts on traditional health exercises. For example, the 2017 National Fitness Qigong Site League; 2018 China Fitness Qigong Masters Lecture Hall; the first National Fitness and Health Conference in 2019, etc. These activities not only promote traditional health exercises, but also promote the practice methods of traditional health exercises, providing more choices for the public.

2.2 There is a broad mass base

The mass base is a community of social life composed of people living in a certain area with a common cultural sustainance.

Nowadays, the development of traditional health exercises coincides with a better mass foundation. There are two specific ones. First, the people have enough food and clothing and rehabilitation. the economic base determines the superstructure. A good material foundation is the basic condition for people to pay attention to health preservation. With the improvement of residents' quality of life and the continuous improvement of consumption structure, most people no longer worry about food, clothing and warmth, and begin to pursue a healthy life. According to statistics, in 2019, the per capita disposable income of national residents was 30, 733 yuan, entering the 30, 000 yuan mark for the first time, an actual increase of 4.4 times over 2000, and an average annual actual growth of 9.2%. This provides an economic foundation for people to rehabilitate and improve their happiness in life. Second, the people's literacy is high and health care is high. Since the reform and opening up, with the popularization of higher education, the cultural literacy of the general public has generally improved. People's understanding of health is no longer simply that the body does not get sick, but begins to pay attention to health. In addition, with the process of social aging, people's awareness of self-health has been improving year by year, and advocating health preservation has become fashionable.

ACADEMIC PUBLISHING HOUSE

3 CHALLENGES IN THE DEVELOPMENT OF TRADITIONAL HEALTH EXERCISES FROM THE PERSPECTIVE OF "GREAT HEALTH"

At present, although the traditional health exercises are well-known overseas, there is a serious imbalance between their development status and its diversified value attributes, and problems such as the marginalization of the exercise masses, the weakening of the awareness of practice, and the one-sided positioning of the types of exercises seriously affect the scale and development speed of its formation.

3.1 Western cultural invasion

Today, with the rapid integration of global culture, the continuous increase of cultural export of Western countries to China has broken the inner peace of China's traditional national sports, accelerated the natural weakening of traditional national sports, and led to the development of China's traditional health preservation exercises, facing severe challenges.

First, spiritual and cultural invasion. With the rapid development of globalization, Western countries have exported Hollywood movies, games, music and other cultural products with Western characteristics to the world. For example, the Marvel heroes and elitism that save the world are cultural products that are contrary to China's wisdom, resulting in insufficient people's sense of self-cultural identity. the second is the invasion of material culture. the West emphasizes the material form of people, advocates through exercise, muscles, and overwhelming media propaganda to brainwash the people, causing some people who value the outside over the inside to blindly obey, restricting the development of traditional health exercises.

3.2 Pressures for social transformation

With the acceleration of the transformation from "agricultural society and local China" to "industrial society and urban China", more and more folk sports with Chinese rural flavor have faded out of people's vision, facing the dilemma of lack of inheritance. China's traditional health exercises are no exception. First, the pressure of institutional transformation. There are three of them. One is identity solidification. the isolation between urban and rural areas caused by the transition from agricultural society to industrial society has fixed the identity of basic social roles such as farmers, workers, and cadres, affecting the inheritance of traditional health preservation exercises, such as traditional health exercises. the second is fragmentation and discreteness. China's traditional culture, such as traditional health exercises, is scattered sporadically. For example, the Yi Jian Jing of Songshan in Henan, the Tuna Technique in Wudang, Hubei, and the Baguazhang in Langfang, Hebei. the third is the contradiction between the old and the new. There is a potential contradiction between traditional culture and institutional transformation, such as traditional health exercises, that is, traditional health exercises encourage introversion and success, and institutional transformation advocates external development. Second, the pressure of economic transformation. There are two

more of them. First, the decline in citizen autonomy, the loss of economic autonomy by individuals in society to a large extent has stifled the prerequisites for the formation of civil society, resulting in fewer and fewer civil society groups engaged in traditional health preservation exercises. Second, there is a large gap between the rich and the poor in society. Due to the current economic and political transformation in China is not synchronized, the social security system has not yet been fully popularized, and large-scale "migrant workers" and "laid-off workers" and other poor classes or special groups at the bottom of the society have emerged.

3.3 Wrong perception of wellness

Due to the lack of health knowledge of the public, they tried some health preservation methods in a short period of time, and after seeing no results, they questioned the function of traditional health exercises.

First, there are still erroneous ideas. Although traditional health preservation exercises have been passed down for thousands of years, the erroneous concept of "mud and sand" has misled some people, especially middle-aged and elderly people. For example, health preservation is longevity; 100 days of bedridden rest; Qigong masters treat diseases, etc. These erroneous health preservation concepts hinder the spread and development of traditional health preservation exercises. the second is eating and rest disorders. There are three of them. One is the fast pace of life. Under pressure to survive, people rely on convenience foods high in calories, fat and sugar, and work overtime. the second is insufficient exercise. Due to the lack of exercise and the gradual intelligence of production and life, the metabolism of the human body slows down, and the functions of the human body gradually deteriorate. the third is psychological imbalance. With the rapid development of society, people's competitive pressure is increasing. In addition, due to the chaos of information, people receive more and more useless and bad information, resulting in people's psychological imbalance.

4 THE PATH OF DEVELOPMENT OF TRADITIONAL HEALTH EXERCISES FROM THE PERSPECTIVE OF "GREAT HEALTH"

Things develop regularly. the development of traditional health exercises from the perspective of "great health" is no exception.

4.1 Macro level - national policy support

Economic and cultural development is inseparable from the support of national policies.

As far as the development of traditional health preservation exercises is concerned, there are two specific measures supported by national policies. First, increase financial input. There are three of them. the first is to improve the relevant venue facilities. Sports parks, fitness trails, fitness squares and other fitness venues and facilities can be built to provide the masses with venues that can maintain their bodies and minds, and provide venue facilities for the inheritance and development of traditional health exercises. the second

is to provide special support funds. Special funds for traditional health exercises can be set up to excavate and sort out the theories and methods of traditional health exercises. the third is to expand the integrated development of the industrial chain. the traditional health care industry and the health industry can be developed in synergy, so that the traditional health care industry becomes an important part of the health industry chain. For example, traditional health preservation exercises can be integrated with multiple industrial aggregates such as medical industry, fitness and leisure industry, and health management industry to meet the diversified health needs of the masses. the second is to compile and popularize teaching materials. There are two more of them. First, attach importance to the education of young people. As early as 2017, the state promulgated the "Opinions on the Implementation of the Chinese Excellent Traditional Culture Inheritance and Development Project", and formulated the national policies of "building a Chinese cultural curriculum and teaching material system" and "promoting traditional sports into schools". the education of excellent traditional Chinese culture cannot only rely on preaching and knowledge transmission, but also relies on action technology teaching. For traditional health exercise education, it is necessary to let young students learn the movement techniques of health exercises, and also learn the cultural and theoretical knowledge contained in traditional health exercises. the second is to strengthen the training of teachers. In the process of inheriting and developing traditional health exercises, the role of professional physical education teachers cannot be ignored. On the basis of compiling traditional health exercises into teaching materials, we should attach importance to the learning of traditional health exercises knowledge and skills by college and university physical education students. For example, it can be combined with medical, health and other institutions to improve the health literacy of physical education teachers.

4.2 Middle level --departmental collaborative management

One point of deployment, nine points of implementation. the development of traditional health exercises requires the coordination of various departments to form a joint policy force. Each specific work should also be decomposed accordingly, carried out in an orderly manner according to nodes, and promoted implementation according to responsibilities.

As far as the development of traditional health exercises is concerned, there are two specific measures for departmental collaborative management. the first is to sort out the resources of traditional health exercises. In the process of circulation, traditional health exercises have been supplemented several times, the system is huge, the content is complicated, and the good and bad are uneven, and it is necessary to organize systematically and scientifically, eliminate the dregs, and retain the essence. There are two more of them. the first is to integrate resources. It is necessary to collect

scattered traditional health exercises scattered in rural areas and screen these traditional health exercises. the second is integration and innovation. It is necessary to make full use of modern scientific and technological means to study the theoretical basis and practice methods of traditional health exercises to meet the needs of different groups of people in modern society. For example, through the playback of video materials and VR real-life simulation, the public can be provided with an in-depth immersive practice experience and deepen the learning impression. the second is to strengthen the publicity of traditional health exercises. With the acceleration of China's aging process, more and more elderly people have joined the ranks of traditional health exercises. However, in the face of a variety of health exercises, due to the lack of understanding and awareness of the elderly, it is difficult to choose the exercises that suit them for practice. Therefore, the following two approaches can be adopted. the first is for the community. the government should strengthen publicity on the content, principles and efficacy of traditional health exercises, train a group of social sports instructors of traditional health exercises, and carry out a series of lectures and teaching activities on traditional health exercises in the community. the second is to use the network platform. We can use the media advantages of modern society to explain and publicize traditional health exercises on various network platforms, form a "wave of health preservation" in society, and drive more people to participate in traditional health exercises.

4.3 Micro level - grassroots implementation

The implementation of traditional culture such as traditional health exercises at the grassroots level can deepen people's connection between traditional health exercises and life, and improve people's understanding of traditional health exercises. Let the traditional health exercises be in line with the times and integrated into the development of life.

As far as the development of traditional health exercises is concerned, there are two specific measures implemented at the grassroots level. the first is to carry forward tradition and constantly innovate. the excavation, elaboration and research of traditional health exercises is the basic work for the development of traditional health exercises. In order to better develop traditional health exercises, it is necessary to innovate on this basis. There are two ways to do this. the first is to integrate with the masses of the moment. Each department can organize experts and scholars to hold seminars on traditional health exercises to explore the principles and dissemination styles of traditional health exercises. Create health preservation exercises that are compatible with modern civilization and integrate diversified sports health preservation characteristics. Therefore, it is necessary to combine the current social reality and people's inherent thinking, conform to the characteristics of socialist culture, and be accepted and learned by the masses. the second is to integrate with other excellent cultures. Innovation can also absorb the excellent health culture of other countries. For example,

Indian yoga can be integrated with traditional health exercises in China. Of course, innovating traditional Chinese health preservation exercises, while absorbing the achievements of other civilizations in the world, cannot lose its own subjectivity and authenticity. the second is the development of health first characteristics. Our country is vast and has many ethnic groups. Each region has its own unique geographical environment, climatic characteristics, and cultural characteristics, which are the factors that should be considered for the characteristic development of traditional health exercises. There are two ways to do this. the first is to build a regional cultural system. For example, Emei health care culture. Bashu area has the characteristics of natural environment to nurture the elderly, and after thousands of years of development and integration, a unique health culture system has been formed. the second is to develop a characteristic aquaculture industry. All provinces and cities in China have their own characteristics of traditional health preservation exercises, which can build traditional health preservation exercises containing local cultural characteristics and regional characteristics into a characteristic cultural town with "health first", and establish a characteristic cultural industry pattern with distinctive characteristics, complete chain and significant benefits.

5 CONCLUSIONS AND RECOMMENDATIONS

With the development of China's society, after thousands of years of inheritance, the traditional health preservation exercises such as intention, style, and movement are not only facing development opportunities supported by national policies and a broad mass base, but also facing the challenges of Western cultural invasion, social transformation pressure, and misunderstandings in nourishing survival. In view of this disadvantage, under the background of "great health", the development of traditional health preservation exercises should adopt the strategy of macro need national policy support, medium level needs departmental collaborative management, and micro needs grassroots implementation. This not only has positive significance for driving the development of traditional health exercises, but also plays a positive role in promoting the prosperity of the health care industry. It should be noted that due to the weak theoretical foundation of their own traditional culture, in the face of broad and profound traditional health exercises, analyze the opportunities and challenges of their development, rationalize and write poorly, innovate their inheritance strategies, and lack spare energy.

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Research On the Mixed Teaching Effect of Table Tennis Course in Middle School

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Abstract: The rapid development of network informatization has injected new energy into the education sector, and fragmented learning and personalized learning have been developed to a certain extent. The educational community caters to educational burden reduction and regards informatization as a new direction of curriculum development. Hybrid teaching should be born. Hybrid teaching conforms to the laws of physical and mental development of students in middle school, complementing classroom education with online teaching, innovating teaching methods, improving evaluation methods, and creating a new era of teacher-student relationship. In the current stage of table tennis teaching, students' overall cognitive level is uneven, their points of interest are different during the teaching process, and the self-feedback formed by students' different acceptance abilities during the teaching process is also different. The actual teaching effect is not obvious. Hybrid teaching emphasizes the dominant position of students, provides rich teaching resources, promotes students' innovative learning, satisfies their self-demand cognition, improves their ability to learn sports skills, and promotes their overall development. Based on relevant theories and combined with actual teaching situations, this article conducts research on the application of blended teaching in the field of table tennis.

Key word: Middle school table tennis courses; Mixed teaching effect; Experimental study

1. INTRODUCTION

The construction of classrooms in China began with the establishment of New China. At the beginning of the founding of the People's Republic of China, the construction of socialism in China was based on the construction of socialism in the former Soviet Union. Therefore, various stages of education were also carried out with reference to the construction of education in the former Soviet Union. Tracing back to the Soviet Union's curriculum construction, we followed the German educational model. With the progress of reform and opening up, the educational community has also absorbed a large number of theories from abroad, and gradually formed a teacher as the starting point for classroom teaching, teaching and imparting classroom knowledge, and completing the implementation of teaching. Teachers are the monitors of the entire teaching process. In the process of teaching curriculum development, attention is paid to setting corresponding teaching objectives. In the teaching process based on

textbooks, corresponding teaching models are used for teaching, and teaching evaluation forms a teaching evaluation with summative evaluation as the main body. With the rapid development of science and technology around the world, the progress of science and technology has promoted mankind to have a deeper understanding of the world's things. The changing demand for talent has led educational scientists to recognize that curriculum shapes most scholars as passive recipients of predetermined knowledge, but students' performance in knowledge creation is very poor. The transformation of educational scientists' teaching concepts to the ideal state of education should be based on the systematic training of students' creative abilities and the maximization of their own value through social experience, rather than being obedient to commands and following specific laws to fulfill their own mission. The current teaching activities in schools are based on the quality education of students' self-development, and the dominator of classroom teaching is the teacher. This mode has certain advantages: (1) After systematic arrangement by teachers and dissemination in the form of classroom, the teaching of knowledge has a certain degree of coherence, relative integrity, and systematicness throughout the entire process. Teachers establish their dignity in the process of teaching, and students' acceptance has a subjective initiative, which makes the dissemination of knowledge faster and more targeted, and the learning effect is easier to highlight within the prescribed time. (2) Teachers have absolute control over the progress and content of courses. Using the classroom as an intermediary can effectively grasp students' mastery, make timely adjustments, ensure the quality of teaching, create a teaching environment, and complete specific teaching tasks at a fixed time. The unilateral input of knowledge is insufficient to meet the demand for talents under the rapid development of society. The comprehensive requirements for abilities make the talents cultivated by traditional teaching lag behind in repaying society. In the social experience of talents cultivated in traditional classroom, some shortcomings have been magnified, attracting the attention of sociologists and relevant education experts. Therefore, reform is also imminent. In the process of continuous development, traditional classrooms have their own shortcomings in the following aspects: (1) Classroom-based teaching, in a limited teaching space, the development of students' personalization has been further compressed, resulting in uneven development, and students' interests and

hobbies have not achieved a certain degree of formative development. During the long teaching process, it is difficult for students to maintain a high level of learning enthusiasm, resulting in the inability to maintain a high level of classroom efficiency, and the classroom becoming relatively rigid and dogmatic. Most students have characteristics that are difficult to obtain opportunities to express themselves in the classroom. (2) As the master of the classroom, teachers' own abilities have a significant impact on the quality and level of the classroom. Teachers' own teaching habits and knowledge reserves for the subject have a profound impact on the teaching process. If there is a problem in this aspect of the teacher, it will have the most fatal impact on the learning effectiveness of students. (3) In traditional classroom teaching, "teaching" and "receiving" account for a large proportion. Most students passively accept corresponding knowledge, and their thinking is limited. The issues that need to be considered are not sufficient to support the development of their own creativity. Obviously, it is insufficient for the all-round talent needs of society. The limitations of classroom teaching platforms make it difficult to ensure the opportunities for students to exert themselves.

2. THE PROCESS OF DIGITAL TEACHING

In the 1990s, with the development of science and technology, online teaching technology was gradually introduced into the field of education, and the teaching field also introduced the network, resulting in the rapid development of online teaching. Through continuous improvement and progress, a complete education network system has gradually formed in the field of education in various countries around the world. Network teaching is an integrated educational model based on the Internet, with corresponding courses as the main component, and combining network technology with education. This teaching model adapts to the development of time, meets the needs of society with great inclusiveness and diversity of content, and promotes the development of education and teaching progress. The advantages of online teaching include: (1) the resources available are abundant, and network technology has transformed the Earth into a "global village". Here, the various crystallization of human wisdom and achievements of civilization can be summed up and presented to people, and can be accurately expressed in the process of use. The online education system uses the Internet as a platform to provide the world's existing advanced teaching ideas. Students can use the network to learn their own learning tasks and related interesting knowledge, which is very important for building their own unique knowledge network. (2) With online teaching, there have also been certain changes in the form of teaching between teachers and students, not only in face-to-face teaching, but also in making full use of various communication software as a medium for communication. Communicate your thoughts and confusion with teachers, improve students' cognitive level of knowledge and understanding of the skills they need to master, improve their acceptance of

knowledge, and pave the way for subsequent teaching. The emergence of online teaching enriches the forms of teaching and promotes the reform of teaching. However, the limitations of online teaching itself in some aspects determine that it cannot replace traditional teaching forms. The entire process of online teaching has little supervision over students and is far less powerful than traditional teaching supervision.

2.1 Current situation of table tennis teaching in middle schools in the new era

Table tennis teaching, as a selected teaching project in middle school teaching, has a certain number of venues and equipment in most middle schools in China. The popularity of table tennis teaching is wide, and it is constantly developing in physical education in secondary schools nowadays, and the teaching status is also rising. However, there are several problems in the teaching process of table tennis: (1) In table tennis, it is necessary to make corresponding counterattacks based on the ball coming from the opponent, with the focus on coordinating the movements and exerting force. It requires a large amount of practice to achieve the requirements. In the middle school physical education classroom, each teaching module is relatively fixed. During the teaching process, the time for practice is far from enough for some learners, and some students have very limited understanding of the technology they have learned during the process of learning technology. (2) Nowadays, each student of middle school students has a different understanding of table tennis, and their own physical movement foundation varies from good to bad. During the entire learning process of completing an exam, students in a class are required to learn on a unified basis, using unified standards to require students, and some students may experience learning difficulties during the skill learning process. As a result, it is impossible to obtain corresponding scores in the final exam that match its own understanding and ability of sports, and it cannot promote future sports learning. (3) In a teacher led classroom, students' self perception is weakened during the learning process. When teaching in a targeted process, some teachers introduce some competitive concepts into the classroom, causing a certain impact on students' physical and psychological performance during the learning process. For adolescent middle school students, such pressure can easily lead them to passively engage in learning, making the ultimate teaching effect not guaranteed.

Traditional teaching and online teaching have their respective advantages and disadvantages. In the process of educational development, relevant educational scholars have tried to effectively combine the two, making classroom teaching more efficient and learning more fruitful. The shortcomings of the two have been reasonably supplemented and their advantages fully exploited. The mixed teaching of table tennis is based on traditional classroom teaching combined with network teaching, using nail software as a teaching platform for mixed teaching. During the learning process, students' visual and auditory abilities are impacted, and their

sense of self-efficacy is improved, which ensures their enthusiasm for learning and greatly promotes the establishment of good learning attitudes among students. the communication between teachers and students after class can be extended to teaching software, which extends the communication between students and improves their enthusiasm for learning. the openness of everyone can enable teachers to quickly understand the characteristics of students and some of their thoughts on learning skills.

2.2 Research Purpose and Significance

2.2.1 Research purpose

Taking advantage of the east wind of the rise of the Internet, the education sector has ushered in a revolution. With the rapid development of the Internet, information based education has been born, and various idealized ideas for teaching methods have come to reality. the imagination of hybrid teaching has also begun to take shape, and gradually entered specific teaching fields. Based on traditional teaching, hybrid teaching draws on the advantages of online teaching to bring the advantages of both into more effective play. In the process of continuous optimization and practice, certain achievements have been achieved, and more ideas for teaching fields and hybrid teaching have been constantly generated and put into action. Table tennis is known as the "national ball", with a strong public foundation and a high popularity rate. Table tennis teaching in middle schools has a high acceptance of fresh teaching methods, which is suitable for conducting teaching experiments. According to the actual teaching situation, a teaching experiment was conducted in the middle school table tennis class using hybrid teaching. By collecting experimental data and analyzing it, the actual effect of hybrid teaching is tested, and it is expected to provide some theoretical support for hybrid teaching in the field of physical education.

2.2.2 Research significance

The rapid development of the information age involves various fields of life, and the innovative path of physical education can be reformed through this technology. the mixed teaching theory in China was introduced from abroad at the beginning of the 21st century and has developed rapidly. Researching and using the teaching function of nails to mix with traditional teaching to conduct mixed teaching of table tennis in middle school physical education is intended to bring a new teaching idea and an attempt at teaching methods, helping students learn table tennis techniques and enriching table tennis teaching resources. Therefore, mixed teaching has certain practical significance in the field of table tennis.

3. LITERATURE REVIEW

HarSingh believes that hybrid teaching is a teaching method that combines online and offline learning with customized learning schedules and allows collaborative learning, as well as mixing customized content with current learning content. Josh Bersin pointed out in his teaching experiment that hybrid teaching can retain the learning form and use autonomous learning forms such

as teleconferences to transfer educational functions to emerging technologies and integrate them into the teaching process, allowing them to develop their innovative cognition. the research of foreign experts and scholars on hybrid teaching has developed rapidly and spread to China. Domestic experts and scholars have put forward their own views based on the research of foreign scholars and their own theoretical system. Wei Liusi and Lei Chengbao proposed the impact of teachers' own skill level on classroom responsibility on students' learning motivation and participation in learning from the perspective of hybrid teaching to promote effective teaching. It is proposed that the quality of online teaching is an important factor affecting the effectiveness of hybrid teaching, and relevant suggestions are put forward. Le Kun, Yu Tingting, and Liu Chen combined the characteristics of medical genetics courses to construct a discussion based learning model based on short videos. They conducted online interactive teaching and combined comprehensive case based experiments to create medical courses that meet the requirements of the new era. Chen Xirong's mixed teaching based on the concept of relying on teaching has promoted students to engage in certain business language exchanges in different language and cultural contexts, which is conducive to the realization of course objectives. Zhang Jianhua believes that the learning of hybrid English courses can improve the efficiency of learning English by adopting a hybrid teaching model, an ecological classroom calling model, and practicing hybrid learning in an ecological classroom. Simon Mumford has provided some creative suggestions for pre service English teachers to conduct mixed classroom learning in his school. During the teaching process, Qiu Jinguo found that middle school students have a high interest in the teaching of table tennis. However, due to improper teaching organization and insufficient practice of technical movements after teaching, the teaching effect cannot be guaranteed. He innovated the teaching organization form to make the organization of technical movement exercises more efficient, improving students' enthusiasm for table tennis learning, and ensuring the teaching effect. Yi Chunyan used CAI courseware in multimedia to assist in table tennis teaching, promoting students' understanding of forehand attack techniques, innovating teaching methods, and to some extent solving the problems caused by time and space constraints in physical education teaching. Promoting students' self correction in the process of learning points the way for the modernization of teaching methods. Fang Jie and Lin Xing have added the teaching method of autonomous learning to the teaching process of table tennis classes in universities. This teaching method enables students to maintain a high learning enthusiasm during the teaching process, and students pay more attention to themselves, actively grasp technical actions, improve their learning ability, and play a higher level of skill. Based on the research of experts and scholars, it is found that in the teaching process of table tennis in

middle schools, innovation in teaching methods is conducive to teaching effectiveness. However, there is a lack of research on hybrid teaching. the hardware and software facilities in secondary schools meet the experimental conditions required for hybrid teaching, providing a foundation for hybrid teaching experiments.

4. DESIGN

4.1 Knowledge and skill objectives

Through mixed table tennis teaching, students can master the relevant knowledge and skills of table tennis classes in middle schools. Students not only master skills such as forehand attack techniques and backhand paddle techniques in table tennis, but also develop their specific physical fitness, improve their interest in sports, and master corresponding theoretical knowledge to learn and improve, collect relevant knowledge, and flexibly apply it.

4.2 Process and method

The teaching process of hybrid teaching focuses on students' understanding of the knowledge they have learned, and optimizes teaching methods based on traditional teaching methods. the pre class teaching is conducted using an online platform. In the classroom, teaching methods such as decomposition exercise method, complete exercise method, multi ball exercise method, and single ball exercise method are used. In combination with the videos of each class, students can move from simple cognitive actions to mastery, to coherent and automated actions, adjust their bodies, coordinate their efforts, and integrate technical actions. Finally, complete the learning of technical actions to meet the requirements of teaching objectives.

4.3 Emotional Attitudes and Values Objectives

Emotional goals and values goals refer to the process of mixed teaching in which students master forehand attack and backhand push and block techniques in table tennis. Enthusiasm rises during the learning process, improves their emotions and values during the learning process, promotes the formation of lifelong sports, and strives to create a world view of unity and cooperation. Students form a good promotional role among themselves, striving to be excellent students.

4.4 Teaching Process Design of Table Tennis Course in Middle School with Hybrid Teaching

The traditional teaching process of physical education includes course introduction, review, new teaching, in class exercises, after class summaries, and homework assignments. the quality of interaction between teachers and students in the classroom is not high, and it is difficult for students to maintain efficient learning due to their poor interaction in class. Students passively accept knowledge during the learning process and have relatively little retention of knowledge. In hybrid teaching, the network part is added to the conventional teaching in the traditional classroom, making the entire process humanized, promoting classroom permeability, and improving the wisdom of classroom teaching.

4.5 Teaching preparation

Teaching preparation is the precursor, and adequate preparation is the guarantee of teaching quality. the

teacher's preparation includes reading the syllabus, formulating the teaching content for the next lesson, determining the teaching objectives for the next lesson, designing classroom teaching processes, and determining student evaluation methods. And organize and design the detailed rules of classroom teaching activities, as well as the proportion of each teaching activity time. Through the nail teaching software, students are informed of the content that requires autonomous learning and the corresponding precautions.

4.6 Autonomous learning before mixed teaching

In the pre class autonomous learning stage, teachers should select appropriate teaching resources for the teaching content, and publish them on the nail teaching platform. After the video is released, students will learn. During the learning process of experimental classes, students can use nails to leave messages to teachers if they encounter problems that are difficult to solve during the learning process, and students can also communicate with each other through nails, Also look for answers in the text materials uploaded by the teacher.

4.7 Classroom teaching

In a mixed teaching environment, teachers act as guides to guide students in their learning. Through autonomous learning, students have a certain understanding of new teaching, and teachers have a certain grasp of students' doubts. the teacher emphasized the key points of the lesson, emphasized the difficult points of the lesson, and explained the statistics to obtain students' doubts. Organize students to practice in class and in groups, and correct technical actions. When correcting students' errors in the classroom, video recordings are used, and students who can make standard demonstrations are also recorded and uploaded to the nailing teaching platform. This allows students to see their shortcomings when watching the recorded video, which is compared to the teacher's push explanation and the demonstration actions of excellent students, making it easy to grasp the details of errors. At the end of the class, the teacher evaluates the performance of students in the entire mixed teaching classroom based on the evaluation method of mixed teaching, and makes records for the selection and promotion of online resources for subsequent courses.

4.8 Teaching evaluation

Teachers evaluate students' performance in class based on teaching objectives. the teaching evaluation of mixed teaching is the sum total of various teaching evaluations. Based on traditional classroom evaluation, formative and procedural evaluations are added to provide students with mutual evaluation, extending the reference of evaluation to the entire mixed classroom. the evaluation methods are more comprehensive and persuasive.

5. IMPLEMENTATION OF HYBRID TEACHING CURRICULUM FOR TABLE TENNIS IN MIDDLE SCHOOLS

5.1 Implementation of teaching plan

The teaching plan of the course serves as the beginning of the course and determines the direction and content

of the course. Table tennis lessons in mixed teaching secondary schools are conducted according to the designed teaching plan. Teachers compile teaching plans and collate relevant materials, and publish the online part of each class's mixed teaching to the nail teaching platform.

5.2 Autonomous learning before class

Autonomous learning before class refers to the teacher giving the courses to be taught to the students before class, so that they can learn according to the teacher's courseware plan. After releasing corresponding learning videos and courseware on the teaching platform, teachers organize and guide pre class learning, and students learn after watching the teaching videos and courseware. Students can leave a message to the teacher to express their understanding of the action, so that students have a certain understanding of what they want to learn and how to learn. In the process of organizing learning, teachers can set certain teaching contexts to enhance students' interest in learning. Before class, the teacher issues a notice in the class group of the nail teaching platform, which includes the content of the next class, text materials, related class preparations, and related precautions. the assignment of tasks gives students a direction for autonomous learning, and the assignment of teaching tasks also facilitates the supervision of students' autonomous learning by teachers.

5.3 Discussion and exchange of table tennis homework in mixed teaching

After watching relevant videos and self-correcting errors after class, students can discuss and communicate on the teaching platform. Teachers should pay sufficient attention to this part. Through communication and discussion, teachers should affirm students' efforts and learning, conduct Q&A work, encourage students to conduct deeper thinking, guide them to evaluate each other, and enable them to have a more thorough understanding of technology, Lay a solid foundation for subsequent technical learning. In the after-class part, assign corresponding homework based on students' performance in class and their mastery of skills. the homework should be focused and moderately difficult, which is conducive to improving students' interest in practice and achieving the goal of serving teaching.

6. CONCLUSION

During the experimental process of hybrid table tennis teaching, communication between classmates is

increased, and it also builds a convenient bridge for increasing communication with teachers, enabling teachers to have a more thorough understanding of each student in the class, making the teaching process more efficient. Hybrid table tennis teaching provides students with online teaching resources that can be used for learning during the entire teaching experiment process. the online teaching content is not limited by time and place, creating a relatively convenient learning method. In the process of hybrid teaching experiments, teachers attach importance to the dominant position of students and guide them to explore relevant teaching issues. Stimulate students' active learning. During the entire teaching experiment process, as the guide of the class, when the teaching status changes, teachers should continuously learn relevant technical knowledge, strengthen their professional knowledge, and respond to the problems arising from the experiment process.

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