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Exploration and Practice of Online Teaching Mode for Ship Auxiliary Machinery Course

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Abstract: With the rapid development of information technology, the online teaching mode in vocational colleges is also constantly being promoted. Taking the course of ship auxiliary machinery as an example, combined with During the epidemic prevention and control period, online teaching practices were introduced in detail, including the specific implementation plan and process of online teaching for ship auxiliary machinery, with the aim of providing online teaching Provide reference for the design and implementation of learning, monitoring of student learning processes, and evaluation of learning outcomes.

Keywords: Online Teaching Mode; Vocational Colleges; Ship Auxiliary Machinery

0 PREFACE

Online teaching is a product of technological development, a fusion of traditional classroom teaching and new technologies, and a reform of teacher teaching methods and student learning models. the advantages and effectiveness of online teaching go beyond people's traditional cognition, achieving the goal of substantial equivalence with offline teaching. Ship Auxiliary Machinery is a compulsory core course for the Marine Engineering Technology major. It is one of the competency examination subjects for the Third Engineer of Seagoing Ship Crew, and is also a necessary course for engaging in the operation, maintenance, installation, debugging of ship mechanical equipment, as well as the mechanical management of the shipping department.

Ship auxiliary machinery is a core course of marine engineering in maritime colleges and universities. Throughout the years, various schools have been constantly trying and reforming teaching methods, content, and methods, such as ship auxiliary machinery network courses, high-quality courses, and core course construction or reform. This has effectively improved the teaching quality of ship auxiliary machinery courses, and the quality of course construction is also good, However, there is still a certain gap compared to the national standards for the construction of high-quality online open courses. With the continuous development of computer technology, network technology, big data technology and other related technologies, especially the increasingly perfect functions of smartphones and the maturity of 5G technology, how to better carry out the

construction of ship auxiliary machinery courses and serve students has become a number of experts and scholars in maritime colleges and universities Issues that must be considered.

1. DESIGN AND DETERMINATION OF THE OVERALL IMPLEMENTATION PLAN FOR THE COURSE

The course team has conducted multiple concentrated discussions, combined with the characteristics of online teaching mode and the teaching characteristics of ship auxiliary machinery courses in vocational colleges, and finally determined the overall principle of teaching implementation that "learning effectiveness is the goal, information technology is the guarantee, and teacher-student interaction is the key".

1.1 Focusing on learning outcomes

Student centered education and teaching is a teaching approach that is teacher led, student centered, and centered on students' learning and development. Team teachers comprehensively collect and organize teaching and learning resources, carefully design guidance plans, strengthen interaction with students (communication, exchange, discussion, real-time interaction), collect relevant data and effectiveness, to ensure that students can engage in effective learning behavior.

1.2 Information technology as a guarantee

Team teachers realize that learning outcomes can only be achieved when the teacher is proficient in using platform functions, the network is not congested, the tools are not broken, and the student's network devices are normal. For this purpose, team members actively learn and test relevant tools (such as DingTalk, Tencent Conference, Teaching Cube, etc.), and join the "Hybrid Teaching Curriculum Construction Exchange Group" established by the college to learn the skills of using relevant software from Tsinghua Education's online technical personnel and the staff of the college's Information Technology Management Center. They prepare technical solutions and tools for online teaching, and also do a good job in network congestion and work Filing in case of a crash.

2. SPECIFIC IMPLEMENTATION PLAN FOR THE COURSE

Online teaching is influenced by many subjective and objective factors, and teachers need to arrange the teaching content reasonably before, during, and after class. They need to strengthen the supervision of pre

class learning, the organization and encouragement of in class learning, and the response and feedback of post class learning.

2.1 Teacher activity arrangement

Before class: Publish all resources for this task on the Youmuke platform at least one week in advance. Communicate with students in a timely manner through WeChat groups. Youmuke releases course notices and collects questions that students need guidance on.

In class: Timely count students' check-in status, provide an overall summary of the completion of tasks from the previous class, and arrange and guide in class tasks. During students' independent learning, maintain interaction with students through the Youmu course discussion area. At the end of the course, make course summaries for prominent issues and the completion of in class assignments.

After class: Interact and discuss with students in the course discussion area of Youmuke. WeChat groups remind and supervise students to complete tasks, review the "self-assessment form" submitted by students, and reflect on teaching.

2.2 Online tutoring and Q&A arrangements

Before the end of each class's DingTalk live broadcast, a dedicated Q&A time is set up, and real-time Q&A with students is conducted through the DingTalk live broadcast and microphone connection function. On the Youmuke platform, students are encouraged to participate in discussions and interactions, and course team members participate in answering questions and resolving doubts together.

2.4 Assessment Form and Final Score Statistics

Adopting the assessment method of "student self-evaluation+stage testing+final exam", with student self-evaluation accounting for 20%; Stage testing accounts for 30%; the final exam accounts for 50%. According to self-evaluation standards, students will recall and summarize their performance in self-learning and participating in completing relevant teaching and tasks, including attendance and listening Conduct self-evaluation from five aspects: live streaming, online learning, basic tasks and homework completion in class, and expanded bonus points. Teachers use relevant homework grading and task data to statistically review their self-evaluation scores. the stage test consists of three stage tests, with mid-term exams accounting for 50%; Stage Test One and Stage Test Two each account for 25%. 50% of the stage test questions are selected from the in class assignments of the tested tasks; the other 50% are new questions. the final exam adopts the format and standards of the "Seaboat Crew Competency Examination", using a random test paper format. the system randomly selects 160 multiple-choice questions from each knowledge point based on the set proportion to form the exam paper. the exam time is 120 minutes. After strictly implementing the online teaching strategy described in this article, the

assessment results are very ideal. On the basis of cultivating students' self-directed learning ability, their scores have also slightly improved compared to before. Therefore, the strategy described in this article is helpful in improving the quality of online teaching.

2.5. Student self-assessment

Students are able to proactively submit 'self-assessment'. In the early stages, due to students not being particularly adaptable and some students having a lucky mentality, a small number of students were too "cautious" when grading, resulting in relatively more problems being reviewed. After a period of adaptation, the teacher repeatedly explained and explained the "self-evaluation" standard in class, and made appropriate deduction for students who scored objectively multiple times.

3. CONCLUSION

The construction of online open courses for ship auxiliary machinery requires the active participation of multiple departments and personnel, including professional teachers, students, and school teaching and auxiliary departments. the construction of high-quality online open courses will not be the end point of course construction, and close attention will be paid to the domestic and international development trends of course construction. In the context of the rapidly changing technology of HNA and the continuous revision of the training outline for maritime professionals, We can only keep up with this fast-paced era and cultivate excellent marine engineering management talents in shipping enterprises by continuously summarizing and summarizing in teaching practice, promptly proposing rectification suggestions when deficiencies are found, and boldly carrying out reasonable teaching reform attempts.

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A Corpus-Based Study of Seasonal Metaphors: Taking Spring, Summer, Autumn, and Winter as Examples

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Abstract: Based on the Chinese National Corpus, this study takes spring, summer, autumn and winter as examples to explore the characteristics and generation mechanism of seasonal metaphor from the perspective of philosophy of mind. the results show that spring, summer, autumn and winter exhibit relatively low degrees of metaphorization, with each season exhibiting varying degrees of metaphorization; spring usually expresses positive meanings, and winter usually expresses negative meanings, while summer and autumn can usually express both positive and negative meanings. the results suggest that the generation of seasonal metaphors is attributed to the identity between the tenor and the vehicle in terms of their *phenomena characters* and/or *qualitative contents* from the perspective of philosophy of mind. Furthermore, this identity varies across different degrees ranging from identity, similarity, correspondence to correlation. This empirical research based on corpus analysis can provide valuable insights for metaphor research.

Keywords: Corpus; Seasonal metaphor; Characteristic; Generation mechanism; Identity

1. INTRODUCTION

Metaphor is not only a rhetorical device, but also a way of thinking, playing a crucial role in our perception and construction of the reality [1] [2]. Metaphor is usually composed of a tenor and a vehicle, originating from distinct domains referred to as the source and target domains respectively. the metaphor emerges as a result of the interactive experience and cognitive processing of reality by the subject, with particular emphasis on the dynamic interplay between its tenor and vehicle. the essence of metaphor lies in the act of substitution, where the vehicle is employed to replace the tenor. Metaphor is a kind of semantic rhetoric constructed mainly through the semantic violation of vocabulary [3]. For example,

Example 1: Mike is a tiger.

Example 2: Teenagers are the flowers of our motherland.

In example 1, Mike is compared to a tiger, and teenagers are compared to the flowers of our

motherland in example 2. Mike and teenagers are the tenors, tiger and the flowers of our motherland are the vehicles respectively. the semantic feature of “Mike/teenager” is +human, while an important semantic feature of “tiger/ flower of our motherland” is -human. Therefore, the metaphorical expressions in example 1 and 2 belong to the case of semantic violation. It is based on this semantic violation that the special relationship between things belonging to two semantic domains is constructed.

The study of metaphor has always been a hot topic, and many scholars have explored it mainly from the perspectives of pragmatics [4] [5], cognitive linguistics [1] [6], philosophy of mind [7], and cognitive neurolinguistics [3]. Among them, the combination of corpus analysis and theoretical assumption of metaphor has become the mainstream trend in cognitive research of metaphor recently [8]. This approach makes statistical analysis on a large number of naturally occurring language examples, offering an effective empirical research method for exploring metaphors. Currently, corpus-based metaphor studies focus primarily on validation of theoretical assumption [9] [10], pragmatic functions and characteristics [11], cross-language comparison [12] [13], language method and technology research [14], diachronic research [15]. However, there remains a need to further explore the generation mechanism of metaphor based on corpus from the perspective of philosophy of mind. Based on the Chinese National Corpus, this study aims to investigate the characteristics and the generation mechanism of seasonal metaphor from the perspective of philosophy of mind, taking spring, summer, autumn and winter as examples.

2. THE PRINCIPLE OF IDENTITY OF INDISCERNIBLES

The concept of “identity” is used in the philosophy of mind in conjunction with “indiscernibility” in the analysis of the phenomenon of mental-physical supervenience. the identity of two objects means that they have certain similarities. the modern German mathematician and philosopher Wilhelm Gottfried Leibniz put forward the principle of identity of indiscernible and defined “identity” with

indiscernibility. According to Leibniz's [16] principle of identity of indiscernible, any two objects p and q are identical, then any statement about them is indiscernible, and they are interchangeable when they appear in any formula. It can be understood as: (1) the identical two objects are indiscernible, that is, if the statement content is φ , then,

$$\forall p \forall q [p = q \rightarrow \forall \varphi (\varphi(p) \leftrightarrow \varphi(q))] \quad (1)$$

(i. e., for any individual p and q , if $p = q$, then the statement that p combined with any attribute is essentially equivalent to the statement that q combined with that attribute). (2) the indiscernible two objects are identical, that is,

$$\forall p \forall q [\forall \varphi (\varphi(p) \leftrightarrow \varphi(q)) \rightarrow p = q] \quad (2)$$

(i. e., for any individual p and q , if p is combined with any attribute as a statement, it is equivalent to the statement that q is combined with that attribute, then $p = q$) [17].

Considering indiscernible objects as identity gives rise to "sortes paradox", such as the ship of Theseus paradox. According to Chen [18], when repairing the ship of Theseus, replacing one part still maintains its identity as replacing two or more parts also preserves its identity. But if all the original parts are replaced, it shouldn't be the ship of Theseus anymore. To address this issue, in the 1980s, Polish computational mathematician Pawlak proposed the concept of "rough set", which can make detailed and practical distinctions between indiscernible relationships. He distinguished multiple similar indiscernible relations, that is, there are different degrees of identity, such as tolerance relation, limited tolerance relation, asymmetric similarity relation, etc. [19] [20]. This study accepts the concept of "rough set", that is, the identity of the tenor and the vehicle in metaphor is not absolutely identical but can be discernible according to its nature.

3. RESEARCH DESIGN

(1) Research Questions

The specific questions of this study include: 1) What is the proportion of metaphorical expressions related to spring, summer, autumn, and winter in the Chinese National Corpus? 2) What are the figurative meanings of these seasonal metaphors? 3) What is the generation mechanism of seasonal metaphor?

(2) Research Methods

Based on the above research questions, spring, summer, autumn and winter were used as keywords to search in the Chinese National Corpus. the search results were then analyzed. To determine whether the meaning conveyed by these seasons is metaphorical or not, a specific judgment can be made based on the co-occurrence context. For example,

Example 3: From the winter of 1980 to the spring of 1981, China's petroleum industry was in a temporary difficult period. (The following examples are all from the Chinese National Corpus.)

Example 4: His works include four symphonies, with the first one "Spring" being the most famous, as well as seven preludes, one concerto for piano, violin, and cello, and several chamber music pieces.

Example 5: She said that only by learning the spirit of Lei Feng and treating comrades with the warmth of spring can we create a harmonious social environment and a new type of interpersonal relationship.

The co-occurrence in example 3 belongs to the temporal context, and "spring" expresses a literal meaning. In example 4, "spring" expresses neither a literal nor metaphorical meaning but appears as a proper noun. These two types of usage, example 3 and example 4, are not related to the metaphor in this study and will be excluded. the co-occurrence in example 5 belongs to the social context, and "spring" expresses metaphorical meanings, belonging to the metaphorical expression of seasons.

4. RESEARCH RESULTS AND DISCUSSION

(1) Research Results

1) the overall situation of metaphorization of seasonal expressions

Firstly, the overall situation of metaphorical expressions in spring, summer, autumn and winter is analyzed in the Chinese National Corpus. the results are shown in Table 1.

Table 1 The overall situation of metaphorical expressions of the four seasons

Indicators	Spring	Summer	Autumn	Winter	Total
Total occurrence	494	341	240	374	1449
Metaphorization occurrence	54	2	5	7	68
Metaphorization frequency	11%	1%	2%	2%	5%

From Table 1, the following results can be found.

Firstly, only 68 out of the 1449 co-occurrence are used to express metaphorical meanings, resulting in mere 5% frequency of metaphorization. This indicates that the metaphorized degree of spring, summer, autumn, and winter is relatively low in the expression of seasons.

Secondly, there exists variation in the degree of metaphorization among each seasonal expression, with spring exhibiting the highest frequency of metaphorization at 11%, followed by autumn and winter at 2% each, and summer has the lowest frequency at only 1%.

2) Figurative features of seasonal metaphor

According to Ma and Wang [21], metaphorical meanings can convey either positive or negative meanings. Specifically, for the four seasonal metaphors of spring, summer, autumn, and winter, some merely express positive or negative meanings, while others convey positive or negative meanings depending on the context.

Spring is the first season of the year. the weather becomes warmer, everything rejuvenates, flowers

and trees begin to sprout and grow, animals awaken from hibernation; thus presenting a vibrant, prosperous, and beautiful scene overall. Consequently, spring primarily refers to positive situations such as vitality, prosperity, and new life. For instance,

Example 6: That was when our country had just healed the wounds of the famine and embarked on the spring of economic recovery. A general wearing a collar, hat, and emblem wanted to establish a military horse farm on the island.

In example 6, spring is used to refer to the economic recovery bringing light and hope to people's difficult lives, giving them confidence to overcome difficulties.

Summer is the hottest season of the year, signifying not only enthusiasm and energy, but also stuffiness; hence it can express both positive and negative meanings. For example,

Example 7: Just like thinking of light through darkness, and thinking of summer through winter, etc.

Example 8: After all, summer is summer, and the professor keeps using a towel to wipe the sweat on his cheeks under his gray hair.

In example 7, summer symbolizes light and brings new hope to people, in stark contrast to winter, which symbolizes loss and depression. In example 8, the first summer refers to time, while the second summer refers to the stuffy nature of summer, giving people a stuffy, irritable or uncomfortable feeling.

The metaphorical meaning of autumn changes with the context, and it can express both positive and negative meanings. For example,

Example 9: I love this rich autumn; it signifies abundant harvest and prosperity!

Example 10: I wrote this sentence a few days ago, but there has been no following, because when we talk about autumn in the spring, inadvertently undermining the scenic beauty — an act of self-imposed hindrance or self-restraint.

Autumn is a harvest season, characterized by abundant fruits and ripened grains and rice. In example 9, autumn is a metaphor for harvest and joy, expressing positive metaphorical meanings. At the same time, autumn is the beginning of the withering of all things. Compared to the revival of all things in spring, the autumn wind sweeps away the fallen leaves, making it appear a bit sad and naturally giving people a sense of desolation. In example 10, autumn refers to desolation, sadness, and bad things, expressing negative metaphorical meanings.

Winter is the coldest season of the year, with howling cold winds, withered branches and fallen leaves, and a bleak scenery that appears desolate. For example,

Example 11: Zhou Haoguang sincerely said: "Plum blossoms can overcome wind, snow, and cold, and I do not know how much sharpening has gone through the winter."

The winter in example 11 is a metaphor for difficult conditions. So, winter generally expresses negative metaphorical meanings.

In short, spring usually expresses positive metaphorical meanings, and winter usually expresses negative metaphorical meanings, while summer and autumn can usually express both positive and negative metaphorical meanings.

4.2 Discussion

Things are always in a stereotypical relation, existing in two basic forms, either proximity or similarity. According to Xu [22], the generation of figures of speech is a process in which the intentional content is constrained by the intentional attitude and then a rhetorical expression is derived through the mediation of proximity/similarity relation. Based on this, He [23] regards metaphor as a rhetorical device that reflects similarity relation. Metaphor is usually consisted of a tenor and a vehicle, with the expression of tenor and vehicle being similar in some way.

The main character of metaphor is substitution, that is, the vehicle can substitute the tenor. the reason behind this lies in the inherent identity shared between the tenor and the vehicle, as their "identity" serves as a pivotal factor in metaphor generation. Leibniz's "principle of identity of indiscernible" embodies a logical concept: if there is a small and imperceptible change, the two things before and after the change can be considered indiscernible, and the related things can be recognized as identical, equivalent, and replaceable [17]. From the perspective of seasonal metaphor, if the tenor is set to p and the vehicle is set to q, and p and q are respectively placed in a narrative framework (φ), the statement composed of " $p+\varphi$ " is indiscernible from the statement composed of " $q+\varphi$ ". For example,

Example 12: When I saw Yin Hongyuan, he felt like dew in a long drought, spring in a withered tree, positive electricity collides with negative electricity, and sparks of emotion occasionally burst out in his heart. He wanted to create miracles!

In example 12, "...spring in a withered tree..." is identical to "...vitality in a withered tree...". the use of "spring" as a metaphor for "vitality" is based on the fact that spring has the characteristics of nurturing new life and obtaining new hope. He felt like spring in a withered tree, which means that withered trees will regain their vitality. Therefore, seeing the vehicle "spring" can be associated with the tenor "vitality", and the content expressed by the two is indiscernible and identical, thus p and q have "identity".

In order to better understand "indiscernible", the indiscernibility of things can be analyzed from the subject's qualia. Quale is a hot research topic in the philosophy of mind. This term was first proposed by American philosopher C. I. Lewis to describe an individual's subjective conscious experience of human beings. Subsequently, philosophers of the

mind conducted extensive research on this and came up with different understandings and views. Nowadays, philosophers of mind generally believe that it is a unique personal subjective experience of human beings, a mental state or a state of conscious activity of human beings, and it is this state that constitutes the essential characteristics of human beings as organisms and plays an important role in perceiving and understanding things [24].

Qualia are certain attributes of the object that people perceive in their conscious activities, which are related to their conscious activities. There are two main factors that affect the qualia of things, namely phenomena characters and/or qualitative contents. When the subject perceives the indiscernibility of two things, it means that the subject perceives that there are certain identities, similarities, correspondences, or correlations between the two in their phenomena characters and/or qualitative contents [7] [17]. the identity of the tenor and the vehicle of metaphor refer to their varying degrees of identity, similarity, correspondence, or correlation in terms of phenomena characters and/or qualitative contents. the primary phenomena characters of “spring” encompass warmth, blooming flowers, favorable weather conditions, emergence of new life forms, etc. Similarly, the main phenomena characters of “vitality” include dynamism and the presence of new life, etc. the identity of the two is manifested as their shared emphasis on the phenomenon character of “new life”. The identity of things is that the subject generalizes the common features of two (or more) objects with different appearances according to his own cognitive ability. As far as metaphor is concerned, the two different things are the tenor and the vehicle, and the common features of a certain aspect are primarily manifested in the phenomena characters and qualitative contents of the objects referred to by tenor and vehicle. the identity principle was originally applied to physical objects, but when it comes to linguistic expressions or non-physical objects, the treatment follows the principle of “physical objects”. For example,

Example 13: But in our era, there will truly be an east wind blowing all over the earth, and spring will remain forever in the world!

In example 13, the phenomena characters of “spring” include the revival of all things, hope, beautiful things, etc., while “happiness” contains the phenomena characters of joy, peace, kindness, love, beautiful things, etc. the two share the phenomenon character of “beautiful things”. Therefore, the phenomena characters and qualitative contents of the vehicle “spring” and the tenor “happiness” are the same. Let’s take another example,

Example 14: He walked to the window without glass, pointed to the distant mountain, and said: “Spring has arrived, and the wounds left by winter will be healed”.

In example 14, “spring” also belongs to metaphorical expression. the phenomena characters of “spring” include the revival of all things, hope, fresh air, new beginning etc., while “opportunity” contains the phenomena characters of hope, new chance, possibility, etc. They share the phenomenon character of “hope”, and the identity of the tenor and the vehicle is similar to example 13. the phenomena characters of “winter” include cold, depression, desolation, sadness, etc., while the tenor “failure” includes the phenomena characters of sadness, depression, no chance, not achieving the expected goal, etc. They share the phenomena characters of sadness and depression. Therefore, phenomena characters and qualitative contents of the vehicle “winter” and the tenor “failure” are the same.

5. CONCLUSION

Metaphor helps people understand and recognize abstract concepts, reflecting people’s way of thinking and cognition. Based on the Chinese National Corpus, this study, from the perspective of philosophy of mind, takes spring, summer, autumn, and winter as examples to first describe the overall low level of metaphorization in the four seasons. Then the metaphorical features of seasons are described, that is, spring usually expresses positive metaphorical meanings, winter usually expresses negative metaphorical meanings, while summer and autumn can express both positive and negative metaphorical meanings. Finally, from the perspective of philosophy of mind, the generation mechanism of seasonal metaphors shows that the tenor and the vehicle have identity, and they have varying degrees of similarity in terms of phenomena characters and/or qualitative contents. the actual use of seasonal metaphors in natural discourse can be revealed by corpus-based empirical research, which also offers relevant insights for metaphor research.

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Research on Acculturation Behavior Strategies of Students in Study Abroad Bases

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Abstract: Acculturation education is an important factor that determines whether students can correctly choose acculturation behavior strategies and successfully complete their studies after going abroad. Based on the theory of acculturation, this paper analyzes the influencing factors of intercultural adaptation, and puts forward targeted educational countermeasures for students' acculturation behavior strategies

Key words: Study Abroad Bases; Acculturation; Educational Countermeasures

1. BACKGROUND INTRODUCTION

The Study Abroad Base is a professional study abroad training institution authorized by China Study Abroad Service Center. Relying on high-quality teaching resources and foreign language training teachers from domestic universities, it provides systematic training and comprehensive services for students to study abroad.

The basic operation mode of the project is that students first learn 1-2 years of language courses, general courses and some basic professional courses in the bases of domestic universities, then go abroad to study and ultimately obtain the degree from a foreign university. It can be seen that the achievement of students' expected goals for studying abroad largely depends on the quality of talent cultivation in study abroad bases. Therefore, taking the theory of acculturation as an analytical tool, it is of great theoretical and practical significance to study the students' acculturation problems, behavioral strategies, and to carry out targeted acculturation education accordingly.

2. ACCULTURATION THEORY

Acculturation is one of the hot issues in the field of intercultural communication and language teaching. the definition of acculturation is similar and can be attributed to the gradual adjustment of second language learners' own cultural systems to adapt to the target language culture.

Acculturation is an extremely complex process, which has been extensively studied by the academic community, and various theories and models have been put forward, among which there are four major influential ones: Kalvero Oberg proposed the concept of "culture shock" and divided it into four stages: Honeymoon period, depression period, adaptation period and stable period. P. S. Adler divides the process of acculturation into five stages: contact,

collapse, re-integration, autonomy and independence. Colleen Ward proposed a "two-dimension" model, namely emotional psychological adaptation and behavioral sociocultural adaptation. Based on cultural pluralism, Kim regards strangers entering a new cultural environment as an open system and the process of acculturation as a spiral dynamic process, and proposes a dynamic model of "pressure-adaption-growth". By introducing the above theories into the study of students' acculturation, we can get inspiration from two aspects: first, acculturation is a state of cultural balance actively constructed by individuals; Second, all factors and levels in the process of acculturation are interrelated and influence each other as a whole.

3. INFLUENCING FACTORS OF ACCULTURATION

Relevant studies show that the impact of acculturation on overseas Chinese students can be divided into two categories: individual factors and social factors.

3.1 Individual factors

The individual factors in cross-cultural adaptation include two parts: individual and environment.

Individual characteristics include age, gender, personality traits, language proficiency, major, knowledge and skill reserve before going abroad, and psychological strategies for intercultural adaptation, etc., while environmental factors are mainly represented by family support and help.

3.2 Social factors

Social factors include politics, economy, religion, value orientation, cultural habits, social support network and other sociological influencing factors of the target language country. It includes both explicit cultural parts, such as a nation's language, clothing, dietary habits, literary and artistic works, architectural appearances, transportation, etc., as well as implicit cultural parts. For example, concepts and customs, religious beliefs, social interaction rules, values, etc., which are the spiritual essence of national culture, directly cause most obstacles in the process of intercultural adaptation.

4. ACCULTURATION STRATEGIES OF STUDENTS IN STUDY ABROAD BASES

As for the strategy of acculturation, Berry, an intercultural psychologist, proposed four methods, namely integration, assimilation, separation and marginalization. In the process of acculturation, if an individual attaches importance to both maintaining

the original cultural background and having normal communication with other groups in the new cultural environment, the strategy adopted by the individual is "integration", which is the best acculturation strategy for overseas students. Therefore, Study abroad bases should make full use of the logical perspective and analytical tools of acculturation theory, and carry out targeted acculturation education based on the specific situation of students to help them cope well with studying abroad.

4.1. Attach importance to the improvement of students' language application ability

Language ability is an important factor affecting acculturation. Teachers in study abroad bases should fully understand the language requirements and exam standards of the target language country, formulate targeted language ability improvement plans, including daily learning time arrangement, selection of learning content and application of learning methods, and also take flexible and effective assessment methods. In addition to TOEFL and IELTS scores, students' intercultural language application ability should also be valued. The Base should provide students with various communication opportunities, such as dialogue with native speakers, joining the language exchange community, etc., and encourage students to use technology to assist their learning, so as to continuously improve their language application and communication skills.

4.2. Attach importance to students' learning of cultural knowledge

Accumulation of cultural knowledge can not only provide students with better background knowledge of language learning, but also provide reference for intercultural communication after they go abroad. Study abroad bases can improve the acculturation curriculum system from three modules: First, integrate language courses into acculturation training, that is, not to take IELTS and TOEFL as pure language course, but to explore intercultural content in language materials; the second is specialized intercultural language skills training courses, such as learning how to register, find and rent a house, work, arrange studies, solve problems, etc.; the third is to set up systematic intercultural training courses, including traditional Chinese culture, Western culture, intercultural communication, Western etiquette, etc., to help students learn to communicate from an intercultural perspective, and eliminate prejudices and stereotypes.

4.3. Attach importance to the improvement of students' professional and academic qualities

Cultural linguists point out that language and culture are isomorphic, and language is the carrier of culture and the main expression form of culture. Language learning is not only the improvement of language knowledge and skills, but also the acquisition of cultural knowledge and skills. Therefore, when conducting language training for students in study

abroad bases, teachers should guide students to learn, understand the content from an intercultural perspective. In addition, both language training and specialized course teaching should adopt international teaching mode, highlight individuality, interaction and cooperation, and adopt diversified evaluation to help students adapt to the foreign education system in advance.

4.4. Attach importance to the cultivation of students' cultural practice ability

Cultural practice refers to the process in which students participate in various real or simulated cultural activities to experience and perceive cultural phenomena and improve their personal understanding and cognition of culture. In a sense, it can be said that it is a rehearsal and actual experience behavior for students' study abroad life, which can effectively help students improve their judgment and response to intercultural scenes. Study abroad bases can take various measures to provide students with intercultural communication practice, such as role-playing activities under the guidance of foreign teachers, intercultural training through the Internet, mobile phone software, movies, TV series and other programs, various competitions, summer study Tours, etc. to help them continuously improve cultural practice abilities.

4.5. Attach importance to the ecological construction of acculturation education

The ecology of acculturation education can be constructed from the following aspects: (1) Adopt international educational mechanisms and means in language training and professional course teaching; (2) Foreign teachers give a series of lectures on the customs, history and culture of the target language country, and hold various cultural activities; (3) Cooperate with various Chinese cultural venues, local enterprises and communities to lead students to carry out various cultural practices and volunteer service; (4) Improve students' ability of self-education, self-management and self-service through the construction of student cadres; (5) Establish a social support system including base teachers, foreign school administrators and seniors, embassies abroad, parents, etc.; (6) Strengthen the construction of campus culture, for example, setting up celebrity columns, posting the cultural background related to the destination country or students' advanced overseas study stories, etc. in teaching buildings or dormitories to create a positive international learning and living atmosphere for students.

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Research On Intelligent Management of Prefabricated Buildings Based on Bim Technology

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Abstract: the application of BIM technology in the construction industry has become mature so far. BIM is based on the full lifecycle information of buildings, using integrated technology as a means to achieve three-dimensional digital simulation of buildings and their related environments throughout the entire process of planning, design, production, construction, and operation management of construction projects, thereby providing collaborative design for the entire lifecycle of construction projects the technical system for dynamic simulation and decision support. Therefore, this article proposes a series of intelligent management strategies for prefabricated buildings based on BIM technology.

Keywords: Bim Technology; Prefabricated Buildings; Smart Management

1. INTRODUCTION

A smart management system for prefabricated buildings based on BIM technology can achieve information data sharing. Through comprehensive analysis and judgment of the entire process and elements of prefabricated construction projects, refined management of prefabricated construction projects can be achieved. the widespread application of BIM technology in prefabricated buildings can enhance the stability of prefabricated buildings and meet the requirements of modern smart buildings.

2. ADVANTAGES OF BIM TECHNOLOGY IN PREFABRICATED BUILDINGS

2.1 BIM technology is used to clarify accountability
In the construction process of prefabricated smart buildings, BIM technology is usually combined with other types of technologies for application. For example, in practical applications, there are many technologies such as the Internet of Things and artificial intelligence. By combining these technologies, it is possible to understand the operation of relevant equipment on site and conduct detailed analysis of on-site materials. For example, through barcode technology, on-site components can be processed accordingly, which not only meets the requirements of intelligent assembly buildings in the current social context, but also shows through practical practice that it can avoid the impact of external factors, further clarifying quality responsibility. In the internal data platform

established, by querying and analyzing the required information, a management plan that is in line with actual development can be formulated. With the application of BIM technology, the management work of various links on site can be more efficient [1].

2.2 BIM technology enhances management efficiency

In the intelligent construction of prefabricated buildings, through the application of BIM technology and the use of technology for analysis work, comprehensive maintenance work can be carried out on the project. Specifically, comparing the design scheme with real on-site drawings, combined with the actual operation effect and the application of BIM technology, can ensure that the on-site operation is consistent with the scheme. At the same time, with the application of BIM technology, corresponding databases can be established to collect data related to the project and equipment. Various information generated during the operation can be entered into the platform. In actual prefabricated construction operations, when the on-site situation is inconsistent with expectations, relevant personnel should pay attention to this situation as soon as possible, update the corresponding data in the platform, and establish the latest model based on the latest obtained data. After the prefabricated building enters the later maintenance and operation stages, BIM technology can also be used to collect information related to the project and present the collected information in the model. In addition, whether it is the distribution of pipelines or the parameters of materials, models can be used to carry out management work in specific management processes.

2.3 BIM technology increases the management effectiveness of prefabricated buildings

After the on-site splicing work of prefabricated smart buildings is completed, further management needs to be strengthened, especially for the operation phase, maintenance phase, etc., which need to be managed from multiple perspectives according to regulations. BIM databases can be used to systematically organize on-site information. For various devices on site, it is necessary to consider them as an important part of intelligent management, and for various types of sensors, it is necessary to consider them as an important source of information, comprehensively

control the structure of prefabricated smart buildings, use technology to obtain project data, and then statistically analyze the data to provide more project related information for management personnel, thereby improving management effectiveness.

3. THE APPLICATION OF BIM TECHNOLOGY IN PREFABRICATED BUILDINGS

3.1 Building a Green BIM Platform

In construction engineering, BIM technology is widely used and exists in various work processes. For example, in the design and operation stages, utilizing the advantages of technology, a comprehensive analysis of the solution can be carried out. For example, analyzing energy consumption and seismic performance, and inputting management indicators into the platform can simulate and analyze the lighting and temperature conditions of buildings, thereby meeting the requirements of BIM modular intelligent management [2].

3.2 Design Scheme Management

In the application process of BIM technology in prefabricated buildings, due to the obvious advantages of this technology, the visualization characteristics of this technology can be used to establish corresponding models, and through the application of other functions, comprehensive testing can be carried out on each operation link. After the detection results are obtained, unreasonable links can be further optimized to ensure that no major problems will occur in the future. In addition to the design phase, BIM technology can be used for deep optimization in installation, manufacturing, and other aspects. Taking the manufacturing and installation stages of components as an example, with the application of technology and the combination of various obtained information, corresponding models can be established, and detailed models can also be established for key links in the operation process. After the collection of component information is completed, detection and calculation work can be carried out synchronously, thus completing the intelligent management work of building assembly.

3.3 Construction site management

The on-site management of prefabricated building construction mainly refers to the comprehensive monitoring and management of the projects involved on site during the operation process. For example, on-site personnel, equipment, materials, etc. In the actual operation process, it is mainly divided into two parts: the first part is the processing of components, and the second part is the assembly operation. In the actual management process, it is necessary to take the on-site situation as the standard, comprehensively consider various factors, and develop a management

plan that is consistent with the actual situation. Taking office building projects as an example, multiple key points can be identified and sensors can be installed at corresponding positions to monitor the specific situation of resource consumption. For example, the use of water, electricity consumption, etc., automatically collect engineering information, conduct comprehensive analysis work through technology, and promptly rectify unreasonable areas. For example, if there is an abnormality in the operation of the building monitoring system, relevant personnel need to conduct a comprehensive inspection of the on-site situation, record it, upload it to the corresponding platform, and handle the on-site problems. This not only achieves paperless office work, saves unnecessary costs, but also reduces the use of manpower. After the above analysis, it can be seen that applying BIM technology to the intelligent management of prefabricated buildings can quickly obtain various information related to buildings without the involvement of too many personnel, and equipment management will be more convenient, greatly improving resource utilization [3].

4. CONCLUSION

In summary, intelligent management of prefabricated buildings based on BIM technology is very important. the application of BIM technology can greatly promote the development of prefabricated smart buildings, while also linking multiple links in the operation process, further promoting the development of the construction industry. However, it should also be noted that the application of this technology is still in the initial stage and there is a lack of highly professional personnel. In the subsequent development, continuous research work is still needed, Thus, BIM technology can be optimized and developed in prefabricated buildings.

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Analysis of Accounting English Teaching Reform in Higher Vocational Colleges Based on Market Demand

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Abstract: With the rapid growth of global economic organizations and the continuous expansion of international business activities, China has welcomed a large number of foreign investment and establishment. Therefore, the process of international accounting is accelerating day by day, and higher requirements have been put forward for the quality of accounting personnel. How to cultivate high-quality international accounting professionals who are familiar with international accounting standards and have fluent English proficiency has become an important task faced by higher education, and it is also an urgent need to adapt to market demand and economic development. Based on the above background, this article conducts an in-depth analysis of the current situation of accounting English teaching and proposes a series of reform measures and suggestions to meet market demand.

Keywords: Market demand; Vocational colleges; Accounting English; Teaching reform

1. INTRODUCTION

In the context of economic globalization, English plays a crucial role as the world's lingua franca, especially in international communication and exchange. Accounting English, as a specialized English language, not only organically combines accounting knowledge with English knowledge, but also focuses on improving students' practical application abilities. It has very clear teaching objectives and high practical value. Moreover, due to the continuous expansion of international business activities and the rapid growth of multinational corporations in recent years, accounting English teaching has received increasing attention from people. In response to this situation, promoting the reform and quality improvement of accounting English teaching has become a key measure to improve the level of accounting professionals in China and enhance the country's economic strength.

2. CURRENT SITUATION OF ACCOUNTING ENGLISH TEACHING ISSUES

(1) Outstanding issues with teaching resources and environment

In the current teaching of accounting English, the issue of teaching resources and environment is a prominent aspect. In accounting English teaching, we

are facing a shortage and imbalance of teaching resources. Firstly, there is an insufficient supply of teaching materials and textbooks. At present, there is a lack of high-quality accounting English textbooks in the market, and teachers often have to rely on their own experience and materials for teaching, which brings great pressure to teachers' lesson preparation work. Secondly, most schools have insufficient investment in accounting English teaching equipment and have not provided a good teaching environment. Lack of modern teaching equipment and technical support limits the improvement of teaching effectiveness.

(2) Backward teaching methods and evaluation system

The traditional teaching mode is no longer suitable for the needs of accounting English teaching today. Many students are prone to problems such as difficulty in understanding and memorizing, lack of practical opportunities, and traditional classroom teaching models are difficult to effectively solve these problems. At the same time, the lack of sufficient practical opportunities can also have a negative impact on students' English proficiency and accounting application ability. Therefore, seeking more vivid, flexible, practical, and case driven teaching methods is crucial for the development of accounting English teaching. Moreover, there are also some problems in the evaluation system of current English accounting teaching. The current evaluation methods are generally still limited to simple memory and imitation, without fully considering students' application ability, creativity, and thinking ability. However, this evaluation method often overlooks students' comprehensive abilities and actual performance, which has a negative impact on promoting students' comprehensive development and improving the quality of education. Therefore, it is necessary to find more scientific, objective, and comprehensive evaluation methods to better motivate students' enthusiasm and development potential.

3. MEASURES AND SUGGESTIONS FOR THE REFORM OF ACCOUNTING ENGLISH TEACHING

(1) Introducing practical teaching

Introducing practical teaching is an important measure in the reform of accounting English teaching.

the traditional classroom teaching mode is difficult to solve students' difficulties in memory and understanding, and the lack of practical opportunities further weakens students' application abilities. Therefore, introducing practical teaching has become an urgent issue that needs to be addressed. Practical teaching can help students better understand and master the relevant knowledge and skills of accounting English through practical operations, simulation exercises, and case analysis. For example, in the teaching process, students can be organized to participate in real accounting practices, allowing them to personally operate and apply the accounting English knowledge they have learned for communication and exchange. This practical activity will enable students to have a deeper understanding of the application scenarios of accounting English, and improve their practical and application abilities. At the same time, simulation exercises are also an important way of practical teaching. By simulating real accounting situations, students can engage in practical operations and practice in a simulated environment, deepening their understanding and memory of accounting English. This practice can help students better cope with the communication needs of accounting English in practical work and improve their application skills in practical work [1]. In addition, case analysis is also an effective means of practical teaching. By introducing real accounting cases and allowing students to conduct case analysis and discussion in small groups, it is possible to cultivate students' analytical thinking and problem-solving abilities. Case analysis can help students combine theoretical knowledge with practice, and gain a more comprehensive understanding and application of accounting English.

(2) Diversified teaching methods

Diversified teaching methods mean adopting various teaching strategies and activity forms to meet students' differentiated needs. For example, group discussion is a common diversified teaching method that can stimulate students' thinking and creativity, improve their learning enthusiasm and participation by organizing group cooperation, mutual communication, and discussion. In accounting English teaching, students can be organized to have group discussions, allowing them to work together to solve practical cases and problems, thereby improving their cooperation and problem-solving abilities. In addition, interactive teaching is also an important component of diversified teaching methods. By using tools such as multimedia teaching aids, online learning platforms, and virtual simulation systems, teachers can create a rich and diverse interactive environment, providing personalized learning content and feedback. Students can actively participate and deepen their understanding and application of accounting English knowledge through interactive communication with teachers and other

classmates. In addition, gamified teaching is also an innovative and diversified teaching method. By integrating learning content into game situations such as role-playing, competitions, and challenges, it can increase the fun and attractiveness of learning, and stimulate students' enthusiasm and initiative [2]. In accounting English teaching, various interesting game activities can be designed to help students learn by playing and improve their interest in learning accounting English and memory effects.

(3) Establish a sound evaluation system and innovate teaching methods

Establishing a sound evaluation system is an important component of accounting English teaching reform. the evaluation system should include aspects such as learning objectives, evaluation methods, and result feedback. When setting learning goals, it is important to clarify the knowledge and skills that students should master and combine them with their career development needs. the evaluation methods should be diverse, including both quantitative assessments such as exams and exams, as well as qualitative assessments such as group discussions and homework grading. the feedback of results should be timely and accurate, helping students understand their learning status, identify weaknesses and strengths, and develop the next learning plan. At the same time, innovative teaching methods are also the key to the reform of accounting English teaching. the purpose of innovative teaching methods is to adapt to the needs of the times and students, improve their learning enthusiasm and participation. For example, tools such as online learning platforms, virtual simulation systems, and gamified teaching can be used to create a diverse learning environment for students. Teachers can design various interesting learning activities, such as role-playing, listening training, and listening, reading, and speaking training, to stimulate students' interest and enthusiasm in learning through various forms of teaching activities. It should be pointed out that establishing a sound evaluation system and innovative teaching methods is not static. With the changes of the times and the continuous development of students' needs, the evaluation system and teaching methods also need to be improved and adjusted accordingly. the evaluation system and teaching methods should keep up with the times and serve as important means for the continuous promotion of accounting English teaching reform.

4. CONCLUSION

The reform of accounting English teaching in vocational colleges based on market demand can better adapt to the needs of economic development, improve students' employment competitiveness, and enhance the quality and reputation of education. It can make positive contributions to cultivating high-quality accounting talents that meet market demand. Therefore, vocational colleges should actively explore innovative teaching methods and content to

promote the further development of accounting English teaching reform.

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Research on the New Teaching Model of Marketing Courses in Vocational Colleges

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Abstract: This article mainly discusses how to efficiently teach marketing courses in vocational colleges, and provides suggestions for the teaching of this course. Vocational colleges and teachers must innovate teaching models, create a harmonious and active learning atmosphere, and cooperate with off campus enterprises to establish practical training bases, so that students' knowledge can be put to use, gain more social experience, gradually improve themselves, and lay a solid foundation for future development.

Keywords: Marketing; Teaching mode; Vocational colleges

1. ANALYSIS OF THE CURRENT SITUATION AND PROBLEMS IN THE TEACHING OF MARKETING COURSES IN VOCATIONAL COLLEGES

(1) the teaching mode of marketing courses is very single

At present, there are some problems in the teaching of marketing courses, the most prominent of which is the single teaching mode. Many vocational colleges often use traditional teaching methods when conducting marketing teaching, which is teacher centered and classroom teaching as the main means to passively accept knowledge. This teaching mode lacks innovation and cannot stimulate students' learning interest and initiative, resulting in poor learning outcomes, Difficult to meet the needs of enterprises for marketing talents. In addition, the practical teaching content of marketing courses is relatively limited, and many schools lack corresponding practical teaching facilities and bases, which cannot provide sufficient practical opportunities for students. In addition, universities lack opportunities to cooperate with enterprises, which makes it difficult for students to incorporate the actual needs of enterprises into the courses, making it difficult for them to understand the actual operation process of marketing and apply the knowledge learned in practical work.

(2) Severe polarization of marketing teachers

In the field of marketing, many vocational school teachers are facing a phenomenon of polarization, which is mainly manifested in two aspects: on the one hand, some teachers lack practical experience, and they can only teach some basic theoretical knowledge in the classroom, and cannot combine practical cases for teaching, resulting in students having difficulty

truly understanding and applying these theoretical knowledge; On the other hand, although some teachers have rich practical experience, they lack systematic teaching methods and means, often focusing only on imparting skills and neglecting students' mastery of theoretical knowledge. This polarized phenomenon not only affects the quality of teaching, but also limits students' development, making teaching a mere formality [1].

(3) Off campus practice has had little effect

Marketing is a course commonly offered in vocational colleges in the field of economics and management. Its teaching objective is to cultivate students' mastery of the basic theories, skills, and methods of marketing, so that they can smoothly enter the enterprise after graduation and create value for the enterprise. However, through surveys of multiple vocational colleges, it has been found that there are some problems in the actual teaching of this course, resulting in the teaching quality not meeting the expected goals. Off campus practice is one of the important links in marketing courses, which can provide students with a real market environment and enable them to better understand the needs and market conditions of enterprises. However, in practical operation, many vocational colleges' off campus practices have little effect, because market competition is fierce and companies are unwilling to disclose their core business to students, making it difficult for students to have access to real market practices; Moreover, due to the lack of practical experience among students, it is difficult for them to provide valuable assistance to enterprises, and may even burden them. Therefore, many enterprises are not actively accepting student internships, and even have resistance. In addition, there are many problems with practical teaching on campus. Many vocational colleges lack experienced teachers to effectively guide students in practical operations. In addition, there is a lack of real scenarios and data support for practical teaching on campus, and there are also unreasonable aspects in the curriculum design, such as the disconnection between theoretical knowledge and practical operations, and the excessive emphasis on theoretical exams in the curriculum, which makes it difficult for students to fully utilize what they have learned throughout their lives, Influence students' learning enthusiasm.

2. SUGGESTIONS FOR THE TEACHING REFORM OF MARKETING COURSES IN CURRENT VOCATIONAL COLLEGES

(1) Change teaching methods and innovate teaching models

In traditional marketing teaching, there are many problems that not only affect students but also hinder the development of universities. Vocational colleges must introduce more interactive and participatory elements to encourage students to actively participate in the curriculum. In teaching, teachers can use diverse teaching methods such as case teaching, role-playing, and group discussions to help students better understand and master marketing knowledge and skills, and deepen their memory of knowledge. In addition, in the era of informatization, teachers also need to use modern technologies to improve teaching effectiveness, such as online learning platforms and multimedia teaching resources, to achieve a combination of online and offline teaching methods. This not only enhances students' learning interest, but also improves their learning efficiency. At the same time, through school enterprise cooperation, students can also have more opportunities for practical operation and practice, so that they can transform theoretical knowledge into practical abilities and gain more experience in practice. In addition, teachers should pay more attention to cultivating students' innovative thinking and problem-solving abilities. In the curriculum, teachers can guide students to think about problems from different perspectives, encourage them to boldly propose their own opinions and solutions, and then set up some projects based on practical problems and challenges, allowing students to study and solve problems through teamwork, which is helpful for students. Improve students' comprehensive quality and prepare for their future career.

(2) Focus on cultivating a practical teaching staff

As leaders, teachers have a crucial impact on the growth and development of students. In order to better improve the teaching quality of marketing courses, it is necessary to start with teachers and create a practical teaching team. Firstly, it is necessary to strengthen the practical ability cultivation of the teaching staff. Marketing is a highly applicable discipline, and teachers must have rich practical experience in order to better guide students' learning and practice. Therefore, schools should encourage teachers to participate in marketing practices of enterprises, understand market trends and industry dynamics, and enhance their practical abilities. Secondly, the teaching reform of marketing courses requires the cooperation and cooperation of a team of teachers. Teachers in different fields should learn and exchange ideas, share experiences and resources, and jointly explore the reform and innovation of marketing courses. Only through team cooperation can we better promote the development

of marketing courses and cultivate more outstanding marketing talents [2].

(3) Follow the path of school enterprise cooperation and establish high-quality off campus internship bases

In the current teaching of marketing courses in vocational colleges, in order to improve teaching quality and students' practical abilities, vocational colleges have adopted a school enterprise cooperation approach and established high-quality off campus internship bases. This is because marketing is a highly practical discipline, and students need to deepen their understanding and application of theoretical knowledge through practice. In addition, off campus internship bases can provide students with a more realistic and practical work environment, helping them better transform theoretical knowledge into practical experience. Through school enterprise cooperation, schools can establish close connections with enterprises, jointly develop internship plans and content, and ensure the quality and effectiveness of internships. At the same time, enterprises can also select outstanding students as talent reserves through internships, achieving mutual benefit and win-win situation for both parties. In addition, in the off campus internship base, students can come into contact with different types of enterprises and markets, understand different marketing strategies and methods, and continuously broaden their horizons and experiences, which has a positive impact on their future career development and employment.

3. CONCLUSION

In today's society, various industries are developing, especially those with market influence. The demand and demand for marketing talents are increasing, and even collaborating with vocational colleges to make them the first channel for talent supply. This has to some extent increased the pressure on vocational colleges. In order to improve the quality of education, vocational colleges are reforming their teaching models and designing a series of teaching models based on the learning situation in the work process, forming a teaching model that guides students to learn independently. Then, teaching is organized according to the actual needs of enterprises and the specific situation of students, and group cooperation methods are integrated into it to help students and classmates help each other, communicate with each other, and jointly complete the tasks assigned by teachers. And you can also master more practical skills from it, gradually improve your practical operation ability and professional literacy, and find a favorable graduation position after graduation.

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Exploration of Cultivating Students' Aesthetic Ability in College Art Teaching

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Abstract: In the current education model, it is more advocated to cultivate comprehensive professional talents. Art education has become an important learning subject for students at different learning stages. To cultivate students' aesthetic ability and enhance their art ability, scientific and reasonable education plans are established, and teaching objectives are implemented through relevant education policies, promoting the development of art education courses for college students and enhancing their aesthetic ability. Cultivate comprehensive talents and comprehensively improve the personal comprehensive abilities of college students.

Keywords: college art; Art teaching; Aesthetic cultivation

1. INTRODUCTION

Establishing art course education in university professional courses can cultivate college students' perception of "beauty" and establish a basic aesthetic ability. By setting up relevant art curriculum requirements and offering art courses in educational institutions, we recognize the importance of cultivating college students' aesthetic ability for the whole society, change our educational approach, and attach importance to cultivating college students' comprehensive abilities in all aspects. This will attract the attention of schools, teachers, and students, and provide a large number of comprehensive talents for society.

2. THE CURRENT SITUATION OF THE AESTHETIC ABILITY OF THE MASSES IN CHINA

(1) the masses lack basic aesthetic abilities

In the past, the educational goals and models mainly focused on students' cultural curriculum ability education, neglecting the education of students' art courses, which can meet the large demand for technical talents in China. However, now the demand for industrial skilled talents in China is gradually saturated, and it is necessary to explore and develop other industries. In the context of the development of emphasizing science, engineering, and neglecting literature and art, art education for students has been neglected. People lack a specific understanding of "beauty" and do not know what "beauty" is. the famous dyeing incident of Buddha statues in Anyue Grottoes fully exposes the lack of aesthetic ability among the Chinese people. the original Buddha

statues in the caves have undergone the baptism of time and have a simple classical traditional beauty. After disfiguring and coloring, they are filled with a large number of high saturation colors, allowing the Buddha statues that have undergone the baptism of wind and rain to be graffiti and colored by children at will. Transforming solemn Buddha statues into children's makeup not only loses the historical charm of cultural relics, but also greatly damages them. the decorated Buddha statues make people laugh and cry, and netizens have expressed that illiteracy is not terrible, what is terrible is "beauty blindness". the dyeing incident of Buddha statues in Anyue Grottoes [1] fully exposes the lack of basic understanding of beauty among the Chinese people, who believe that the colorful and highly saturated colors are beauty. This not only causes cultural relics to lose their original charm, but also constitutes a dereliction of duty in China's art education system.

(2) In advertising design, good aesthetic ability is also required

Art skills do not only exist in paintings and artworks, but we can see works that require art creation everywhere around us. the famous Coconut Juice packaging, through simple text layout and Word document printing of fonts and backgrounds, has roughly assembled the packaging cover of Coconut Juice for decades, making people feel that packaging design seriously lacks design aesthetics, the Coconut headquarters building has also been decorated with a packaging design style outside, and consumers have expressed concern that the Coconut brand company's design is "ugly" to the public's eyes. Although from a marketing design perspective, the "ugly" design of Coconut Juice is a great marketing plan that can stand out among numerous competitors with ugly quality and leave a deep impression on consumers, from a design perspective, this is undoubtedly a tragedy in the art and design industry. Many netizens have expressed their opinions on the packaging design of Coconut Juice, I hope the coconut tree brand coconut juice can be replaced with a packaging cover that meets the public's aesthetic as soon as possible.

3. THE IMPORTANCE OF ESTABLISHING ART AESTHETICS COURSES IN UNIVERSITIES

(1) Improving the Aesthetic Ability of College Students

From the current educational model, university art education places more emphasis on cultivating students' basic aesthetic abilities, which plays an important role in establishing good aesthetic abilities and artistic cultivation among college students. College art majors themselves require students to possess basic aesthetic abilities, while in the past, art education only focused on cultivating students' art skills, neglecting the cultivation of aesthetic abilities. Most art majors have strong artistic skills and are able to create professional art paintings. However, the art education model that emphasizes skills over aesthetics results in students being able to create excellent paintings instead of excellent ones. The resulting works require a deep foundation of painting skills and lack basic artistic aesthetic design, the inability to create imaginative abstract art designs and develop new art genres not only affects future artistic creation, but also has a negative impact on the art industry. China is gradually realizing the importance of art education and transitioning from emphasizing industrial technology to cultural and artistic pursuits. Therefore, only by continuously improving the aesthetic ability of college students in art can they create works with ideological and artistic connotations.

(2) Strengthen the comprehensive development of art education

College art teachers attach great importance to cultivating students' artistic skills. Artistic skills can be demonstrated through intuitive and objective painting of works, while abstract aesthetic abilities cannot be demonstrated through concrete painting works in an intuitive way. Each person's different aesthetic abilities have a significant impact on the subjective appeal of the work, and abstract artistic creation may not meet everyone's basic aesthetic situation. The famous surrealist work "Eternity of Memory" [2] showcases the appearance of unrealistic platforms and dead trees on the edge of a withered beach, with soft and twisted clocks hanging from the dead trees, depicting the meaningless and lifeless loneliness of time here, as if it had been stopped. As a famous surrealist art work, it brought a huge shock to the art world at that time. If someone without aesthetic ability saw it, they would only think it was a painting by a madman, because it was withered and lonely like a coastal desert, and there could be no square platform, and there were also dead trees growing on it. A curved clock could not be hung on a tree and run normally. This is the misunderstanding caused by the lack of basic aesthetic ability and imaginative imagination. Cultivating the basic aesthetic ability of college students can enhance their artistic literacy, enhance their artistic confidence, obtain a continuous stream of artistic inspiration, and better create artistic works.

4. METHODS FOR CULTIVATING COLLEGE STUDENTS' AESTHETIC ABILITY

(1) Transforming educational thinking and raising awareness of 'beauty' throughout society

With the development of the times and society, the demand for traditional professional and technical talents tends to be saturated, and people have turned their attention to aesthetics. It is necessary to change traditional concepts throughout society, transform the erroneous idea of thinking that science and engineering majors have poor academic performance and go to study art majors, link art education with real life, and make people realize the importance of art education. Enable people to have the ability to discover beauty in their daily lives, thereby arousing their interest and enthusiasm for learning art majors.

(2) Optimizing Art Education Methods and Cultivating Professional Art Talents Education

In traditional art education courses, the teaching content of university art is diverse, and there are professional education plans for the knowledge and skills of art majors from ancient, modern, and foreign countries. Specific art knowledge and skills can be scored through intuitive exam tests [3]. Each teacher has different aesthetic abilities, and it is difficult to have a specific scoring standard for abstract aesthetic abilities. Establish a scientific and reasonable evaluation standard for aesthetic ability, cultivate art teachers' ability to evaluate and educate aesthetics, and better cultivate college students' aesthetic ability in art. This will contribute to the future field of art creation and enrich the atmosphere of art creation in China.

5. CONCLUSION

Conducting art aesthetic education in universities has an important impact on college students' art creation, not only related to their future art creation path, but also has a great impact on the "beauty" that can be seen everywhere in real life. By providing aesthetic education to college students, we aim to equip them with the ability to discover beauty in daily life, establish correct aesthetic thinking, and master basic aesthetic abilities. This will lay a better foundation for their future artistic design and creation, better serve society, design social art culture, and cultivate a large number of art professionals for society.

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Analysis of Strategies for Optimizing the Entrepreneurship Environment of College Students

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Abstract: Innovation and entrepreneurship education has become an important component of higher education. Some college students may choose to start a business if they cannot enter suitable positions after graduation. Through entrepreneurship, students can improve their own abilities. In order to stimulate students' entrepreneurial enthusiasm and improve the quality of entrepreneurship, it is necessary to pay attention to optimizing the entrepreneurial environment for college students. For this, this article first analyzes the current situation of college students' entrepreneurship, and then studies strategies for optimizing the entrepreneurial environment of college students, with the aim of providing reference and support for the smooth and successful entrepreneurship of Chinese college students.

Keywords: College Students; Entrepreneurship Environment; Optimization; Strategy

PREFACE

Currently, the country attaches great importance to the entrepreneurship of college students. the level of regional entrepreneurial activity is an important indicator of the economic vitality of the country or region. the country has incorporated entrepreneurship into the government's economic development system, providing policy support and financial support for promoting entrepreneurship. College students are the main body of social entrepreneurship, an important support force for implementing national development policies and promoting development strategies, and also the backbone of building a socialist country with distinctive characteristics. Creating a good entrepreneurial environment for college students and providing superior entrepreneurial conditions can improve the success rate of college students' entrepreneurship.

1. CURRENT SITUATION OF ENTREPRENEURSHIP AMONG COLLEGE STUDENTS

1.1 Different local policies lead to differences in entrepreneurial environments

At present, the entrepreneurial environment for college students in China is gradually showing a good development trend. However, due to certain differences in regional entrepreneurial environments,

local policies, economic development levels, and regional advantages, the support for college students' entrepreneurship will also vary in strength. For example, some economically disadvantaged regions have weaker attractiveness for college students' entrepreneurship, and the entrepreneurial environment needs to be improved. However, regions with higher levels of economic development have stronger attractiveness for college students' entrepreneurship, and the entrepreneurial environment is also more favorable and favorable.

1.2 Traditional and conservative employment concept, favoring stable work

Due to the influence of traditional ideological concepts, some college students have more traditional and conservative employment concepts, especially those with financial difficulties who have a stronger desire to directly seek employment after graduation. Many students are more inclined towards more stable job positions. Many college students often need support and assistance from their families to start their own businesses. Without the help of their families or society, it is difficult to ensure the success rate of entrepreneurship.

1.3 Backward educational philosophy and weak innovation awareness

China's higher education started relatively late and developed relatively slowly. the concept of innovation and entrepreneurship education is also relatively backward, and the form and content of entrepreneurship education are single. Many times, some universities' entrepreneurship education is just a formality. In addition, the integration of entrepreneurship education and professional education is insufficient, and the integration of innovative ideas and professional teaching ideas is not close enough. the atmosphere of innovation and entrepreneurship in many universities is not good enough, and has not received attention and support from the public.

1.4 Weak teaching staff makes it difficult to meet students' needs

Entrepreneurship education requires the support of teaching staff, but through analysis, it is found that many universities have relatively weak teaching staff for entrepreneurship education. This is because the

teachers in the teaching staff have not received professional training and learning, and lack experience in entrepreneurship. the teaching methods are mechanical, the teaching content is single, and it is difficult to meet students' needs. the teaching level of entrepreneurial education teaching staff affects students' entrepreneurial enthusiasm, And it will also be related to the formation and improvement of entrepreneurial spirit among college students, as well as the enhancement of entrepreneurial awareness and level of entrepreneurship [1].

2. OPTIMIZATION STRATEGIES FOR THE ENTREPRENEURSHIP ENVIRONMENT OF COLLEGE STUDENTS

2.1 Optimize top-level design and implement entrepreneurial support policies

The country needs to attach great importance to the top-level design optimization of college students' entrepreneurship, formulate support policies that meet the innovation and entrepreneurship needs of college students, and actively implement them. Government departments and universities should refine and implement entrepreneurship policies based on regional development levels and the current development status of universities. Entrepreneurship policies require the government to release power, simplify procedures, improve efficiency, and purposefully help college students overcome difficulties encountered in entrepreneurship.

The implementation premise of entrepreneurship support policies is to encourage college students to start businesses, especially for innovation in science and technology. College students can leverage their professional advantages to play an active role and prefer projects with high scientific and technological levels. the implementation of entrepreneurship support policies should also guide entrepreneurial college students to deeply understand the policy content and effectively utilize the support policies, and ensure that the policies involve diversification, Meeting the different needs of different entrepreneurs to promote sustainable entrepreneurship.

2.2 Play a guiding role and create a good entrepreneurial environment

The government should establish professional departments to provide guidance, guidance, assistance, and education for college students' entrepreneurship. Universities can establish entrepreneurship guidance centers, strengthen reporting on advanced entrepreneurial achievements of college students through internet platforms, and create a good entrepreneurial environment. They can also establish entrepreneurship colleges and offer courses on entrepreneurship to stimulate college students' innovation and entrepreneurship awareness and enhance their entrepreneurial abilities. In addition, entrepreneurship exchange meetings can be held to share entrepreneurial experiences and enhance the entrepreneurial skills of college students. As a

society and family, we should pay attention and attention, support and cooperate with college students' innovation and entrepreneurship. For college students who are not ideal in entrepreneurship, care and encouragement should be given to reduce the psychological burden they bear during the entrepreneurial process [2].

2.3 Strengthen the integration of inside and outside schools, optimize classroom teaching methods

Universities provide more targeted and professional teaching services by strengthening the integration of inside and outside the campus, leveraging the advantages of training institutions, optimizing classroom teaching methods, and utilizing internet platforms to provide innovation and entrepreneurship services for students of different majors to meet their needs, enhancing their interest and enthusiasm in learning innovation and entrepreneurship courses, Personnel from relevant government departments provide guidance and explain support policies for entrepreneurship for college students. They can hire professionals from tax, industry and commerce, legal and other departments to provide corresponding services to assist college students in registration, financing, taxation, compliance, and other related work [3].

2.4 Strengthening practical teaching to promote students' innovation and entrepreneurship

The government should actively establish innovation and entrepreneurship practice bases for college students, provide relevant guidance for their entrepreneurship, and universities can establish entrepreneurial crowdsourcing spaces to provide entrepreneurial venues and related services for college students and entrepreneurs. Universities should leverage the characteristics and advantages of their disciplines to play a social role, connect with the national talent development strategy, and focus on strengthening the construction of innovation and entrepreneurship platforms in information technology, production and manufacturing, aerospace technology, and other fields, To provide high-quality and targeted services for college students' innovation and entrepreneurship.

2.5 Establishing a financing platform to promote the achievement of entrepreneurial dreams

The important factor affecting college students' entrepreneurship lies in financial support. the government can establish venture capital funds to provide relevant assistance for enterprise financing, and universities can establish entrepreneurship scholarships, establish partnerships with investment institutions, and establish entrepreneurship funds to provide financial support for college students' entrepreneurship. Banks and other financial institutions can provide convenient conditions for college students' entrepreneurship financing, lower financing thresholds, optimize approval procedures to ensure that college students' entrepreneurship

receives financial support, and attract investors to provide financial support for entrepreneurship projects, which can improve the efficiency of entrepreneurship.

3. CONCLUSION

In summary, the optimization of the entrepreneurial environment for college students is a long-term process and a systematic work that requires the joint efforts, mutual support, and cooperation of the government, universities, society, and entrepreneurial college students. This can promote college students' entrepreneurship, as well as generate high-quality entrepreneurial projects, enhance the vitality of social and economic development, and promote sustainable social and economic development.

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The Effect of Wrist and Hand Orthosis on Upper Limb Function in Children with Spastic Hemiplegia Caused by Cerebral Palsy

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Abstract: Objective: To analyze and study the effect of wrist hand orthosis on upper limb function in children with spastic hemiplegia caused by cerebral palsy. Method: Sixty study subjects were included in this study, all of whom were children with spastic hemiplegia caused by cerebral palsy. To explore and analyze the rehabilitation effect of wrist and hand orthoses on their upper limb function, 60 children were divided into two groups, namely the control group and the observation group. Routine rehabilitation training was carried out in the control group, while the observation group added wrist and hand orthoses on top of routine rehabilitation training to compare the rehabilitation status of the two groups of patients. Result: After 12 weeks of rehabilitation treatment, the upper limb function recovery of the two groups of children was evaluated, and the results showed that all indicators of the observation group were better than those of the control group ($P < 0.05$). Conclusion: Implementing wrist and hand orthosis in children with spastic hemiplegia caused by cerebral palsy can help improve wrist and hand flexor spasms, increase joint mobility, and play an important role in improving upper limb function.

Keywords: Cerebral Palsy; Spastic Hemiplegia; Wrist Hand Orthosis; Upper Limb Function

INTRODUCTION

The occurrence of cerebral palsy is related to non progressive damage that occurs during fetal growth and development during pregnancy, which can manifest as persistent limited activity, central motor disorders, and postural developmental disorders. Spastic hemiplegia is one of the more common conditions. Due to the impact of spastic hemiplegia caused by cerebral palsy, the upper limb function of the child is significantly affected and cannot complete a series of fine functions through the upper limbs. At present, the rehabilitation treatment for children with cerebral palsy and spastic hemiplegia in clinical practice focuses on the affected upper limb, especially the wrist and hand function. However, according to the actual situation, the conventional rehabilitation training methods are relatively single, and the effectiveness is also insufficient. In view of this, in this study, the focus is on exploring the rehabilitation effect of wrist hand orthosis on upper

limb function in children with spastic hemiplegia caused by cerebral palsy.

1 MATERIALS AND METHODS

1.1 GENERAL

This study was conducted from February 2020 to February 2022, with a total of 60 children with cerebral palsy and spastic hemiplegia selected as the research subjects. Prior to conducting the study, the consent of the parents of the children was obtained and an informed consent form was signed. 60 pediatric patients were randomly assigned to two groups and different rehabilitation treatment measures were taken, with 30 patients in each group, including 35 male and 25 female patients, ranging in age from 2 to 5 years old, with an average of (3.05 ± 1.71) years old.

Inclusion criteria: ① Confirmed as cerebral palsy spastic hemiplegia after MRI or CT diagnosis; ② Improved Ashworth Scale (MAS) to Level I~IV.

Exclusion criteria: ① concomitant epilepsy; ② Withdrawal from the study midway; ③ Contracture deformity of the flexor muscle group of the upper limb wrist hand joint.

1.2 method

Routine rehabilitation training was performed on both groups of patients, as follows: ① Exercise therapy: Brunnstrom and Bobath techniques were used to suppress upper limb flexion spasms, while wrist and hand joint range of motion and muscle strength training were conducted once a day for 45 minutes each time; ② Occupational therapy: Assist the child in passive and active stretching exercises on the wrist and hand joints, while also cooperating with coordination and flexibility training, once a day for 30 minutes each time; ③ Physical therapy: Electronic biofeedback therapy or paraffin therapy can be selected, twice a day, for 20 minutes each time. The control group received the above routine rehabilitation training, while the observation group received wrist and hand orthosis in addition to the routine rehabilitation training. According to the actual situation of the child's wrist and hand joints, a low-temperature thermoplastic plate is used to customize the wrist and hand orthosis. After wearing the orthosis, ensure that the child's wrist joint is in a functional position, and the thumb and first

metacarpal bone are in a sufficient external extension. Depending on the child's condition, it should be worn for 4-8 hours daily. It should be removed every 30-60 minutes after wearing, and continued to be worn after resting for 15 minutes.

1.3 outcome measures

① Use MAS to evaluate the spasticity of wrist flexor muscles, with specific grading ranging from I to IV, and the lower the grade, the better; ② Evaluate the passive range of motion (PROM) of the wrist joint in the child, and measure the wrist metacarpal curvature PROM and wrist dorsiflexion PROM using a protractor in the sitting position; ③ Using the Fine Motor Function Test Scale (FMFM) to evaluate the wrist and hand movement function of children, the score range is 0-3 points, with 0 being unable to

complete and 3 being complete. the higher the score, the better the result [1]

1.4 Statistical processing

The statistical processing during the experiment was conducted using SPSS 21.0, using ($x \pm s$) to represent the measurement data and passing the "t" test; For counting data, it can be represented by "%" and tested by "X2". For cases that comply with normality analysis and have significant statistical significance between the data, it can be represented as "P<0.05".

2 RESULT

2.1 Upper limb function assessment

Through evaluation and analysis using tools such as MAS, PROM, and FMFM, it was found that the observation group of children using wrist and hand orthosis had significantly better upper limb function rehabilitation effects than the control group (P<0.05).

Table 1 Comparison of Upper Limb Functions($\bar{x} \pm s$)

group	Number of cases	MAS (points)	Wrist palm curvature PROM (°)	Wrist back extension PROM (°)	FMFM (minutes)
Observers	30	1.32±0.35	57.17±9.32	23.45±3.22	20.89±1.41
control group	30	1.86±0.62	51.32±8.25	16.24±3.63	17.22±0.86
t-values		3.141	3.523	3.157	6.314
P value		<0.05	<0.05	<0.05	<0.05

3 DISCUSS

This study investigated the effect of wrist hand orthosis on improving upper limb function in children with spastic hemiplegia caused by cerebral palsy. It is reported that children with cerebral palsy often experience problems such as imbalanced upper limb muscle strength, difficulty flexing and extending fingers. Wrist hand orthoses can help children overcome these strength and coordination issues by providing continuous external support, and can stabilize the wrist joint at an appropriate angle, provide appropriate resistance, assist in improving muscle strength and endurance, while also promoting muscle coordination work [2]. Secondly, another important role of wrist and hand orthoses is to reduce spasms in the upper limbs. By fixing the wrist joint in a relatively relaxed position, orthotics can reduce the excessive flexion of the wrist joint that causes spasms, thereby reducing the severity of spasms. As shown in Table 1 of the results, all observation indicators in the observation group were better than those in the control group (P<0.05).

Based on the comprehensive analysis of this study, the use of wrist and hand orthosis for rehabilitation treatment of spastic hemiplegia in children with cerebral palsy can help improve wrist and hand joint mobility, reduce spasms, and enhance muscle strength levels, which plays an important role in the rehabilitation of upper limb function.

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Research On the Path of Piloting International Rules for Cross-Border Data Flow in Free Trade Ports with Chinese Characteristics

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Abstract: International trade rules are evolving towards the third generation of trade rules that promote trade through digital means. In various Regional Trade Agreements (RTAs), rules pertaining to e-commerce or digital trade are emerging. The Hainan Free Trade Port is a special customs-regulated area in China, which is unilaterally opened and proactively opened. It is part of the mainland China customs zone internationally. Therefore, with regard to cross-border data flow, it has both the conditions and the responsibility to explore more flexible and open data flow regulatory systems in certain areas, industries, and for certain market entities as pioneers. This would provide experience for China in participating in the establishment of international economic and trade cross-border data flow rules.

Keywords: Cross-border data flow rules; Hainan Free Trade Port; Implementation path.

Since the establishment of GATT in 1948, international trade rules have transitioned from the "traditional" trade of final products to the trade of Global Value Chains (GVC). Today, it is entering the third generation of trade rules centered on digitization. This phase is characterized by digital trade, with data flow, connectivity, information sharing, and full digitization as its core driving factors. At the same time, as cross-border data flows increase, various countries face challenges due to their respective regulations. Against this backdrop, relevant international organizations have set up multilateral cooperation and agreement frameworks for cross-border data flows, further leading to the formation of regional digital economy agreements.

In the digital economy sector of 2020, the United States, China, and Germany ranked as the top three, representing the three major global digital economic and trade rule-leading modes:

United States: Advocates for free data flow and opposes data localization.

European Union: Emphasizes privacy rights, audiovisual product exceptions, intellectual property, and consumer rights.

China: Focuses on the governance of digital sovereignty.

There are disagreements and conflicts between these three models in many aspects. Notably, China has

decided to join the Digital Economy Partnership Agreement (DEPA).

The Hainan Free Trade Port, as a new benchmark for China's openness, is expected to be fully operational by 2025. It not only represents a higher degree of openness for China but also faces the challenge of balancing cross-border data flow with national security. To this end, the Hainan Free Trade Port should adopt a proactive strategy, exploring and establishing more open and efficient standards and rules for cross-border data flow management. This will provide strong support for China's position and role in an open global economy.

(I) Advantages of the Hainan Free Trade Port in Piloting International Rules for Cross-border Data Flow

The Hainan Free Trade Port is striving to achieve multi-faceted freedom and convenience, including the secure and orderly flow of data. In piloting these international rules, Hainan possesses several favorable conditions:

1. Policy Support: Hainan's trade and investment system aligns closely with the liberalization rules of digital services. Digital technology has not only influenced traditional goods trade but has also transformed the trade in global value chains, leading to the emergence of new cross-border delivery business models and changes in the structure of service trade.

2. Robust Infrastructure: the Central Cyberspace Administration and the Ministry of Industry and Information Technology have deployed international data exchange, data cross-border security management pilots, dedicated international data channels, and an international submarine optical cable project from Hainan to Hong Kong.

3. Rich Application Scenarios: the U. S. attempts to exclude China from the formulation of digital standards and data flow rules through various strategies. However, China possesses a complete cross-border e-commerce supply chain and has become the world's largest B2C economy. Our digital and communication technologies are competitive globally, especially with economies outside the U. S. the collaboration between the Hainan Free Trade Port in the digital domain with the two major digital

economies, China and the U. S., presents tremendous opportunities.

4. Refined Regulatory Measures: the Hainan Free Trade Port has local legislative authority, which is beneficial in addressing the restrictions of cross-border data flow rules. the "Law of the People's Republic of China on the Hainan Free Trade Port" provides legal protection for its construction and grants it legislative power, further aiding in solving related issues.

(II) Main Challenges for the Hainan Free Trade Port in Piloting International Rules for Cross-border Data Flow

Fragmented Data Management: As data management is primarily overseen by individual sectoral authorities, this not only reduces the quantity and quality of open government data but also potentially leads to some national-level security and risk issues being inadequately addressed.

1. **Insufficient Regulation of Real-time Data:** While there are numerous regulatory measures for existing data, there is a lack of clear regulatory classification for real-time data, especially those related to spatial information.

2. **Accountability Gap in Digital Platforms:** Large digital platforms have not fully assumed their responsibilities in data management and security, leading to frequent incidents of data breaches, misinformation, and other issues.

3. **Restrictions on Value-Added Telecommunication Services:** the openness of the value-added telecommunication sector is limited, particularly concerning the equity share of foreign capital in value-added telecommunication services. This impacts data ingress and egress activities led by foreign capital.

5. **Incomplete Regulations:** the "Personal Information Protection Law" is still under consideration, while the detailed implementation rules for the "Cybersecurity

Law" and the "Data Security Law" have yet to be determined. These uncertainties have practical implications for data flows based on data and cybersecurity.

(III) Implementation Path for Cross-border Data Flow in the Hainan Free Trade Port

To further refine the rules for cross-border data flow, the 21 national free trade pilot zones and the Hainan Free Trade Port have played pioneering roles, with the Hainan Free Trade Port holding particular significance. Below is the recommended specific implementation path:

1. **Top-level Design of Rules and Legal System:** the EU's GDPR offers an excellent template that stipulates various mechanisms for data cross-border flow. the Hainan Free Trade Port should integrate its digital trade into its trade and investment liberalization framework, ensuring the orderly flow of data. Moreover, cross-border data cooperation with the "Belt and Road" initiative and RCEP member countries is also crucial.

2. **Establishment of Functional Platforms:** To break the digital barriers between departments, a national data exchange platform should be developed. Taking the data standardization promoted by the National Port Office as an example, further simplification and coordination of data elements should be undertaken, introducing international standards to ensure interoperability of information systems in the supply chain. Simultaneously, the functions and responsibilities of the "regulatory level" and the "functional level" should be defined. Government departments should be responsible for the "regulatory level," ensuring law enforcement and the security of the supply chain, while the "functional level" should provide services related to various trade modalities.

Table 10-1 Framework Elements of the International Trade Single Window Data Management Regulations of the Hainan Free Trade Port

<i>Serial No.</i>	<i>Regulatory Provisions</i>	<i>Key Points</i>
1	<i>Regulatory Department Electronic Data Exchange</i>	<i>Refer to UN/CEFACT Recommendation No. 26, sign an electronic data exchange agreement.</i>
2	<i>Service Level Agreement</i>	<i>Service agreements for single window third-party service providers.</i>
3	<i>End-User License Agreement</i>	<i>Agreements signed with end-users (traders, brokers, agents, and other private sector entities).</i>
4	<i>Electronic Negotiable Records</i>	<i>Recognition of electronic negotiable documents or notes, referencing the "UNCITRAL Model Law on Electronic Transferable Records" (2018), laying the foundation for cross-border mutual recognition.</i>
5	<i>Identification, Authentication, and Authorization</i>	<i>Establish an "identity management" mechanism, adopt international legal standards and best practices wherever possible, laying the foundation for cross-border interoperability.</i>
6	<i>Data Quality</i>	<i>Establish a data tracking mechanism through identification, authentication, and authorization, as well as appropriate record-keeping mechanisms to ensure data quality (accuracy and completeness).</i>
7	<i>Data Protection</i>	<i>Provisions to prevent data breaches and other data protection clauses.</i>
8	<i>Liability Issues (Obligations and Responsibilities)</i>	<i>Clearly define legal redress rights, potential compensatory liability issues for damages incurred, and the possibility of setting liability limits in certain situations.</i>

9	<i>Intellectual Property and Database Ownership</i>	<i>Clearly define who "owns" the data and which party (if any) including the government might have some type of interest in the data, including intellectual property interests.</i>
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Source: Made by the author.

1. Cloud Computing Strategy Based on Service Multinational Corporate Headquarters:

- (1) Relax restrictions on foreign equity ratios in cloud computing and data centers.
- (2) Explore three data processing models, ensuring data security and compliance in each mode.
- (3) Pilot data cross-border flow policies for two special industries: finance and biopharmaceuticals.
- (4) Promote cross-border data flow models of foreign-funded data centers and formulate corresponding management methods.

2. Establish Regional Cross-border Data Flow Rules: Drawing from Singapore's digital ecosystem experience, select parts of parks for cross-border data flow management pilots. Through the creation of high-quality industrial parks, promote international data services and trade cooperation.

3. Strengthen Digital Infrastructure Construction:

- Promote marine new infrastructure projects, combining marine technology industries and data centers to reduce the cost of cross-border data flow.
- Plan for undersea data centers, optimize the construction layout of data centers, and innovate in energy-saving technologies.

4. Achieve Cross-border Data Linkage with the Guangdong-Hong Kong-Macao Greater Bay Area:

- Based on the cooperation terms stipulated in the Mainland and Hong Kong CEPA and Mainland and Macao CEPA, achieve intergovernmental data connections.
- Utilize geographical advantages to cooperate in data with the Guangdong Free Trade Pilot Zone.

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Exploration And Thinking on the Management of Higher Vocational Students in the New Era

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Abstract: Doing a good job in the management of higher vocational students is the key work of higher vocational colleges to implement the fundamental task of "cultivating virtue and cultivating people" in the new era, student management workers should grasp the law of student work, implement new concepts and use new methods in view of the new characteristics and needs of student work in the new era, do a good job in student thought leadership, safety education management, establish a sound student work system, team, mechanism system, and help students develop into talents.

Keywords: New era; Higher Vocational; Student Management

In the work of student management, blindly managing and controlling, often "pressing the gourd to get up the scoop", it is difficult to get students' recognition and achieve good results, which is no longer in line with the needs of the new era. Therefore, the management of higher vocational students in the new era needs to be "student-centered", implement the concept of "service is management", explore "management and education", and adopt "service-oriented management" to serve the healthy growth of students and help students develop into talents.

1. THOUGHT LEADERSHIP IS THE MAIN LINE

The "Opinions on Strengthening and Improving Ideological and Political Work in Colleges and Universities under the New Situation" pointed out: "Strengthening and improving ideological and political work in colleges and universities has a bearing on the fundamental issue of what kind of university to run and how to run it, on the party's leadership over colleges and universities, and on the successors to the cause of socialism with Chinese characteristics, and is a major political task and strategic project." "The management of higher vocational students in the new era should take thought leadership as the main line.

1.1 Help students establish a correct world view, outlook on life and values

The first is to guide students to objectively understand the world, correctly analyze the impact of changes in the world pattern unseen in a century on our country and the severe challenges facing our country, and help students establish a correct world view. the second is

to guide students to correctly understand the value of life, make good plans, enhance their ability to deal with setbacks, challenges, difficulties and solve problems, forge the spiritual strength to overcome difficulties and forge ahead, "become noble people, do the right things", harvest a better life in growth and struggle, and help students establish a correct outlook on life and values.

1.2 Help students establish a correct view of home and country

The first is to enhance students' sense of identity and belonging to the country and the nation through patriotic education, stimulate students' patriotism and national pride, guide students to consciously practice the core socialist values, effectively strengthen the "four self-confidence", enhance the "four consciousness", and achieve "two safeguards". the second is to guide students to correctly understand the development and historical tasks of the country, properly handle the relationship between the "small self" and the "big self", family and society, work and life in the process of growth, strive to be qualified builders and reliable successors of socialism with all-round development of morality, intelligence, physique, beauty and labor, bravely undertake the historical mission and important task of the times for the great rejuvenation of the Chinese nation, and establish a correct concept of home and country.

2. LAY THE FOUNDATION FOR SAFETY AND STABILITY

"Student safety is no small matter", safety and stability work is the basis for doing a good job in the management of higher vocational students in the new era, and it is also the premise to ensure the smooth development of school teaching activities. the management of safety and mental health education is the key to ensuring the safety and stability of students at this stage.

2.1 Safety education management

Safety education management is the focus of students' work, and we must always pay attention to it. Safety education should adhere to the principle of "prevention first", combine the key points of safety education for vocational students, and enable students to systematically master safety knowledge, enhance safety awareness and self-protection ability, and ensure their own safety through full-coverage and

systematic education and training. Safety education focuses on personal safety, fire safety, traffic safety, network information security, etc., and combines important time nodes to carry out safety education, safety activities and safety drills from "online" and "offline". In specific work, explore the implementation of safety education into dormitories, safe living meetings, safety hazard investigations, "five minutes before bedtime" safety education, etc., to improve the effectiveness of safety education management.

2.2 Mental health education management

In recent years, the number of students with psychological problems has gradually increased and the situation is complex, which are uncertain factors affecting the safety and stability of students' work, so it is necessary to pay attention to the management of mental health education for vocational students. First, through classrooms, theme class meetings, special lectures and other forms, we should innovate educational content, do a good job in full-coverage and normalized mental health education, popularize mental health knowledge, and comprehensively improve students' ability to withstand pressure, cope with psychological problems, and solve psychological distress. the second is to provide psychological counseling for some college students with psychological problems, help students analyze the causes of psychological problems, educate students to look at psychological problems with a scientific attitude, and resolve students' psychological distress; For students who may be in danger due to psychological problems, it is necessary to communicate with parents in a timely manner, intervene in advance, follow up in time, and do everything possible to prevent the danger from occurring. the third is to establish and improve the follow-up management system for students with psychological problems, establish a database of students with psychological problems, establish tracking files, formulate follow-up assistance programs, and do a good job in the education and management of students with psychological problems.

3. IMPROVE THE SYSTEM FOR GUARANTEE

The perfect student management system and team system are an important guarantee for the good operation of the management of higher vocational students in the new era.

3.1 Scientific and perfect student management system

The scientific and perfect student management system can ensure the good operation of school teaching and life, so that teachers can teach comfortably, students can learn happily, counselors can rest assured, and form a good education ecology. the formulation of the student management system in the new era should combine the spirit of various documents of student management in the new era and highlight the orientation of education; It is also necessary to truly take students as the center,

highlight the main position of students, meet the actual needs of vocational students in the new era, provide students with a good learning and living environment, and serve students to grow into talents; It is also necessary to combine the actual situation of the school to ensure that the work of all students is coordinated and orderly and operates well; It is also necessary to pay attention to discovering problems, adjusting in time, advancing with the times, reforming and innovating, and forming a closed loop of continuous improvement of the student management system.

3.2 Down-to-earth and capable student work team

To do a good job in student management in the new era, it is necessary to build a team of college counselors with firm ideals and beliefs, excellent skills and skills, and a team of shrewd and capable student cadres. Counselors should strengthen their ideals and beliefs, have a strong sense of mission and a high sense of responsibility, and be good life mentors and confidantes of students; They should study hard, concentrate on research, pay attention to practice, comprehensively improve their abilities in ideological and political education, the construction of party group class study style, mental health education, career planning, employment and entrepreneurship guidance, emergency response and other aspects, comprehensively consolidate their own comprehensive quality, cultivate students' excellent skills in work, and better play a role in student training; It is necessary to truly keep students' learning, life and growth in mind, help students solve difficulties, improve learning, plan the way forward, make progress together in the process of students' growth, and achieve each other in the process of student training. the student cadre team is an important supplement to the counselor team, and under the guidance of the counselor, assist the counselor to carry out student management work such as class group building, routine management, and daily affairs management.

3.3 Intelligent and convenient information-based student management platform

The big data and information technology of the functional student management platform are powerful weapons to help counselors do a good job in daily affairs management, improve management quality and efficiency, and do a good job in the management of higher vocational students in the new era. Through the information-based student management platform, first, it can grasp students' personal information, family status, academic performance, etc. in real time, which meets the timeliness of student management in the new era. Second, students can also run less errands and submit less materials, and handle various affairs more conveniently; Counselors can handle daily affairs such as material declaration and fake note approval more conveniently, spare more time and energy to

understand the situation of students, and improve the efficiency and quality of student management. Third, big data can be used to analyze students' learning and development status, conduct targeted education guidance, and improve the refined level of student management.

4. CONCLUSION

Higher vocational colleges undertake the important task of "providing high-quality human resources support for promoting economic and social development and improving national competitiveness", and the management of higher vocational students in the new era should "not forget the original intention of education, keep in mind the mission of educating people", improve the student management system, work solidly, safely and stably, and serve the growth and development of students.

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Study On the Influence of Government Accounting System Reform on the Financial Work of Colleges and Universities

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Abstract: In recent years, colleges and universities continue to expand the scale of enrollment, coupled with their own construction and development, leading to the gradual increase in the demand for funds, in this case, colleges and universities need to strengthen financial management work, adopt a variety of ways to improve the utilization of funds, to promote better development of colleges and universities. However, with the reform of the government accounting system, the traditional financial management mode cannot play a greater role, so it is necessary to combine the actual needs of the development of colleges and universities and the specific content of the current new government accounting system to properly improve the original financial work mode of colleges and universities and further improve the financial work effect.

Key words: Accounting System; University Finance; Reform Impact

INTRODUCTION

With the continuous construction and development of colleges and universities, the content of their financial work is gradually increasing, and the types of work are becoming more and more abundant. To reduce the problems in financial work, it is necessary to strengthen financial management, and at the same time, it is necessary to think about how to scientifically allocate financial funds to maximize the use of funds, which is also conducive to the healthy development of colleges and universities. Under the background of the current government accounting system reform, colleges and universities need to deeply understand the hidden problems in their own financial work, based on the new government accounting system, improve the original financial work system, formulate more reasonable financial management plans, introduce more advanced technical means, and improve the efficiency and effect of financial work.

1. THE IMPACT OF GOVERNMENT ACCOUNTING SYSTEM REFORM ON THE FINANCIAL WORK OF COLLEGES AND UNIVERSITIES

1. the accounting model is reconstructed

With the deepening of the reform of the government accounting system, the traditional accounting mode

has been unable to adapt to the current financial management work. Therefore, the accounting mode has been reconstructed, which plays an important role in improving the original financial accounting structure of colleges and universities. Through the new accounting mode, the effective management of college assets can be realized. the depreciation of fixed assets caused by the long-term construction and development of colleges and universities can also be dealt with efficiently, which is more conducive to improving the standardization of accounting behaviors, realizing scientific control of the development and education costs of colleges and universities, avoiding cost overruns, and improving the chaotic financial management of colleges and universities [1].

2. Fine budget management

As for the old government accounting system, it has certain defects in budget control. Therefore, when colleges and universities carry out financial management, budget overruns and contraction often occur, so that financial funds can not be fully utilized, which will increase the cost of education development in colleges and universities. Even some colleges and universities have the situation of lack of financial budget, resulting in greater uncertainty of financial information. Nowadays, under the reform of the accounting system of the new government, the financial budget has gradually attracted the attention of the education department, and it has also begun to pay attention to the financial budget of colleges and universities, and has put forward higher requirements for the actual situation, which has also promoted the budget management to become more refined, and is also an important means for colleges and universities to carry out effective financial work.

3. Enhance financial accounting functions

For financial accounting, the specific content involved is financial accounting. Under the influence of the accounting system of the new government, colleges and universities have gradually realized the importance of financial accounting and will adopt appropriate means to enhance the function of financial accounting. To achieve this goal, colleges and universities should strengthen their financial accounting capabilities. Therefore, colleges and universities pay more attention to the work of

financial accounting, and will strictly regulate it, which helps to improve the effect of financial work. In addition, colleges and universities pay more and more attention to the transparency and popularity of financial reports. In recent years, when displaying the financial revenue and expenditure of colleges and universities, they also choose a text description that can be understood by the public, which is more convenient for the supervision of the public and can also play a positive role in regulating the work behavior of financial personnel [2].

2. INNOVATIVE COUNTERMEASURES OF UNIVERSITY FINANCIAL MANAGEMENT UNDER THE REFORM OF GOVERNMENT ACCOUNTING SYSTEM

1. Establish a scientific accounting model

In the financial management work, it will involve financial accounting and budget accounting, if the two are included in the same accounting system, so that they maintain a parallel relationship, it can achieve the purpose of double accounting of finance and budget in a short time, reduce time cost and improve work efficiency. From a practical point of view, budget and financial accounting involve different elements. If the goal of double accounting is achieved in a financial accounting system, it is necessary to obtain corresponding data protection based on the cash basis and the accrual basis, so as to improve the accuracy and reliability of financial data.

2. Reasonable integration of university infrastructure accounting

If colleges and universities want to strengthen the financial management, improve the management effect and make the accounting information more accurate, it is necessary to scientifically integrate the accounting of university funds. In order to facilitate financial accounting, some colleges and universities usually use infrastructure accounting to adjust financial expenditures, which will reduce the accuracy of financial accounting information in colleges and universities. In order to reduce this problem, colleges and universities should speed up the improvement of infrastructure accounting. In the process of concrete improvement, colleges and universities need to make appropriate adjustments to accounting subjects and incorporate capital construction accounting into the accounting system of general accounting. In addition, it is necessary to take the adjusted accounting accounts as the basis for reform, add the corresponding capital construction investment funds, and set up the corresponding capital construction investment table, so as to make the accounting of capital construction more intuitive, so as to carry out better financial management in the future [3].

3. Enhance the budget accounting function

Based on the new government accounting system, colleges and universities should strengthen their budget accounting function effectively when they

carry out financial management. Colleges and universities should establish a sound budget management mechanism based on the actual situation of financial management, avoid changes to the system at will, and require the financial department and relevant staff to strictly abide by the formulated system. At the same time, the financial department of colleges and universities also needs to pay close attention to the problems in the budget and have an in-depth understanding of the problems. Develop appropriate solutions for different problems, and further strengthen the function of budget accounting. In addition, colleges and universities should pay attention to the professional ability and professional quality of financial staff. If the quality or professional level of financial staff is insufficient, it will have a direct impact on the quality of accounting reports. Colleges and universities can help financial staff master the specific business scope through effective training, and pay attention to improving their professional quality. Through continuous learning, they can gradually improve their professional ability and play an important role in the financial management of colleges and universities.

4. Attach importance to the supervision of financial management

Under the accounting system of the new government, if colleges and universities want to realize the effective reform of financial management, it is not enough to build a sound management system, but also need to do a good job of supervision and strict supervision of financial work to avoid various problems in financial management. Based on this, colleges and universities should achieve financial openness, publicize the internal financial expenditure and income, improve the transparency of financial management, and attract more people to supervise it. In addition, colleges and universities can also set up reporting mechanisms, feedback mechanisms, formulate reward and punishment systems, so as to enhance the supervision effect.

4. CONCLUSION

Finance is an important part of the normal operation of colleges and universities. Carrying out effective financial management can realize the reasonable allocation of financial funds to a large extent, so that it can meet the capital needs of the operation and development of colleges and universities, and give full play to the maximum utility of funds. In the specific financial management, colleges and universities should follow the accounting system of the new government, adopt appropriate methods to improve the previous financial work mode, reduce financial risks, and strengthen the role of financial management.

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The Integration of Chinese Traditional Culture and Engineering Ethics Education

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Abstract: Chinese traditional culture is extensive and profound, which contains rich ethics and values, and plays an important guiding role in engineering ethics education.

Key words: Traditional Chinese Culture; Engineering Ethics Education; National Self-Confidence

1. THE ROLE OF TRADITIONAL CULTURAL ELEMENTS IN ENGINEERING ETHICS EDUCATION

Chinese traditional culture is extensive and profound, which contains rich ethics and values, and plays an important guiding role in engineering ethics education. In the engineering ethics education, through the integration of Chinese traditional cultural elements, it can help students to better understand the connotation and value of engineering ethics, and improve their moral awareness and ethical literacy.

1.1 Strengthen the confidence in the national culture
Confidence in national culture is an important driving force and guarantee for the development of a country and a nation. As a treasure of the Chinese nation, its unique ideological connotation, values and aesthetic standards provide valuable educational resources for engineering ethics education. By integrating traditional Chinese cultural elements, it can help students to better understand and understand the essence and charm of Chinese culture, enhance their national cultural confidence, and improve their cultural consciousness and confidence.

1.2 Improve the cultural connotation of engineering ethics education

Engineering ethics education is not only the transmission of knowledge and skills, but also the inheritance and development of a culture. By integrating traditional Chinese cultural elements, engineering ethics education can have more cultural connotation and characteristics. For example, the concept of "feng shui" in traditional architecture can be introduced to make students better understand the importance of project location and environmental protection; the idea of integrating man and nature in traditional medicine can be introduced to guide students to better understand the relationship between natural laws and human health.

1.3 Promote cultural inheritance and innovation
Cultural inheritance and innovation are complementary to two aspects. By integrating the

elements of the traditional Chinese culture into the engineering ethics education, the students can better understand and master the essence and charm of the traditional culture, so as to promote the inheritance and innovation of the culture. At the same time, by combining traditional cultural elements with modern engineering ethics, it can also inject new vitality and vitality into traditional culture and promote the innovation and development of culture.

2. THE EMBODIMENT OF ENGINEERING ETHICS EDUCATION IN TRADITIONAL CHINESE CULTURE

Chinese traditional culture contains rich ethical thoughts and values, and these are also reflected in engineering ethics education. Specifically, the embodiment of engineering ethics education in traditional Chinese culture is mainly reflected in the following aspects:

2.1 The internal connection between engineering ethics education and Traditional Chinese culture
Traditional Chinese culture contains rich ethical ideas and values, and there is a close connection between these ideas and concepts and engineering ethics education. For example, the ideas of "benevolence" and "propriety and righteousness" play an important guiding role for interpersonal relationship and social responsibility emphasized in engineering ethics education, and the ideas of "following nature" and "doing nothing" enlighten the harmony between nature and human, environmental protection and sustainable development emphasized in engineering ethics education.

2.2 Ethical elements in traditional architecture and engineering
Traditional buildings and engineering are rich in ethical elements. For example, the concept of "feng shui" in traditional architecture reflects the ethical requirement that the project site selection should be coordinated with the natural environment, and the phenomenon of "volunteer" in traditional construction engineering reflects the ethical value of social mutual assistance and engineering responsibility. These ethical elements in traditional architecture and engineering can provide valuable educational resources for modern engineering ethics education.

2.3 Ethical wisdom in ancient water conservancy projects

Chinese ancient water conservancy project is an important part of Chinese culture, which also contains rich ethical wisdom. For example, ancient water conservancy projects such as Dujiangyan and the Great Wall embody the concept of harmony between man and nature, and the principle of water diversion in ancient water conservancy projects embodies the ethical requirements of resource conservation and environmental protection. The ethical wisdom in these ancient water conservancy projects can provide an important reference and inspiration for the modern engineering ethics education.

3. THE ETHICAL THOUGHTS AND VALUES CONTAINED IN CHINESE TRADITIONAL CULTURE PLAY AN IMPORTANT ROLE IN ENLIGHTENING THE ENGINEERING ETHICS EDUCATION. SPECIFICALLY SPEAKING, THE FOLLOWING SEVERAL ASPECTS MAY BE WORTH LEARNING FROM

3.1 The engineering concept of "the unity of nature and man"

The thought of "the unity of man and nature" in traditional Chinese culture emphasizes the harmonious coexistence between man and nature, which has an important enlightening role in engineering ethics education. In the education of engineering ethics, students should be guided to realize the relationship between engineering and nature, emphasize the protection of environment, save resources, and realize the harmonious coexistence between engineering and nature.

3.2 "People-oriented" engineering practice

And the thought of "people-oriented" in traditional Chinese culture emphasizes human value, human dignity and human rights. In engineering ethics education, students should be guided to realize that engineering practice should take people's interests as the starting point and foothold, pay attention to people's life, health and safety, and be people-oriented.

3.3 Engineering values of "balancing justice and interests"

The thought of "balancing justice and interests" in traditional Chinese culture emphasizes the

relationship between morality and interests. In the course of engineering ethics education, students should be guided to realize that justice and interests should be taken into account in engineering practice, paying attention to both economic benefits and social benefits and moral values, so as to achieve both justice and interests.

4. CONCLUSION

By integrating Chinese traditional cultural elements into engineering ethics education, education content can be enriched, education methods can be innovated and education quality can be improved. At the same time, by drawing on the values and ideological connotation of the Chinese traditional culture, the students' cultural confidence and ethical accomplishment can be cultivated, and the innovation and development of engineering ethics education can be promoted. Therefore, we should actively explore the integration of Chinese traditional culture and engineering ethics education to promote the sustainable development and progress of engineering construction in China.

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A Study on Multidimensional Perspectives of English linguistics Research

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Abstract: In recent years, research on English linguistics in China has gradually deepened and attracted widespread attention. At the same time, people are beginning to attach greater importance to the cultivation of English professional talents. Therefore, with the deepening and development of English linguistics research, more and more people will understand the connotation and characteristics of English, and at the same time, it will also enhance the subject status of individuals in international communication. Based on this, this article discusses the practical significance of English language research from a multidimensional perspective, studies the application fields of English linguistics from a multidimensional perspective, and puts forward relevant suggestions for the development of English linguistics, in order to provide support for the multidimensional development of English linguistics.

Keywords: English linguistics; Multidimensional perspective; Linguistic Studies

1. INTRODUCTION

The multidimensional perspective of English linguistics research is a comprehensive and in-depth method that can reveal the complexity and diversity of the English language. As a globally recognized international language, English is not only a tool for communication, but also a carrier for cultural inheritance. Through multidimensional research, we can explore the evolution of English from different perspectives and fields, as well as issues related to phonetics, grammar, semantics, pragmatics, and other aspects. This comprehensive research method can deeply understand the internal laws and changing trends of the English language, and also reveal the interrelationships between language and social, cultural, cognitive and other fields. Through multidimensional research on English linguistics, we can better understand and apply English, improve the effectiveness of English teaching and cross-cultural communication. Therefore, the multidimensional perspective of English linguistics is of great significance and will provide us with new ideas and methods for in-depth exploration and promotion of the development of the English language discipline.

2. THE PRACTICAL SIGNIFICANCE OF ENGLISH LANGUAGE RESEARCH FROM A MULTIDIMENSIONAL PERSPECTIVE

From a multidimensional perspective, the practical significance of English language research is significant. English is a globally recognized language and plays an important role in international communication, economic cooperation, scientific research, and other fields. Therefore, in-depth research on the English language has broad application value. Through research on English language rules, grammatical structures, vocabulary usage, and other aspects, it can promote the optimization of English teaching. By deeply understanding the characteristics and laws of the English language, teachers can better design teaching methods and textbooks, and improve students' English language abilities. Furthermore, English language research can provide guidance for educators in cross-cultural teaching, enabling students to more accurately understand and apply English in cross-cultural communication. Language translation is a bridge for communication between different cultures, and as an important international language, English translation is particularly important [1]. Through research on the English language, translators can better understand the differences between the source language and the target language, solve problems encountered in translation, and ensure the accuracy and fluency of translation. At the same time, in interpreting work, in-depth research on the English language can also improve the listening and oral expression abilities of interpreters, making them more proficient in interpreting work. In addition, many international conferences and academic journals use English as the primary language for communication and publication of papers. This indicates that through research on the English language, researchers can better understand and apply relevant English literature, and engage in effective academic exchanges with international peers. The promotion and application of English language research in the academic community can promote the internationalization of academic research and the progress of technological innovation. This plays an irreplaceable and important role in both cultural exchange and macro level national exchanges.

3. A STUDY OF ENGLISH LINGUISTICS FROM A MULTIDIMENSIONAL PERSPECTIVE

(1) Perspective of cross-cultural communication

The perspective of cross-cultural communication is of great significance for the study of English linguistics from a multidimensional perspective. In the context of globalization, people face the need to communicate and cooperate with people from different cultural backgrounds. Therefore, understanding the differences and commonalities in using English between different cultures, as well as the challenges and strategies that may be faced in cross-cultural communication, has become the core of research. The perspective of cross-cultural communication studies the differences and commonalities in English language use under different cultural backgrounds. Firstly, because each culture has its unique values, social customs, and communication methods, these factors all affect the use of English [2]. For example, in Chinese culture, expressing opinions directly may be considered impolite, while other cultures encourage direct and frank communication. By studying these differences, we can better understand the communication methods between different cultural groups and reduce misunderstandings and conflicts. Secondly, research on cross-cultural communication also focuses on the challenges and coping strategies faced by English as a second language in cross-cultural communication. Non-native speakers of English may face issues such as improper vocabulary use, difficulty in grammatical structure, and insufficient cultural background knowledge. When communicating with native English speakers, they may encounter difficulties in understanding and expression. Therefore, it is very important to study how to help non-native English speakers overcome these challenges and improve their cross-cultural communication abilities.

(2) From the perspective of sociolinguistics

Sociolinguistics is an important branch of English linguistics research from a multidimensional perspective, which focuses on the interrelationships between language and socio-culture. From the perspective of sociolinguistics, we can gain a deeper understanding of the use, variation, and evolution of language in social environments. Firstly, the sociolinguistic perspective investigates the use of language in social environments. Different social groups have unique social norms and pragmatic habits, therefore they exhibit differences in language use. For example, in certain groups, using specific language styles and tones can convey social status or identity. Sociolinguistics helps us understand why people choose different language forms in different contexts by exploring the impact of these social factors on language use. Secondly, the phenomenon of language variation was studied from the perspective of sociolinguistics. Social factors such as age, gender, region, and social class can all have an impact on language variation. For example, in certain dialects, people of different age groups may exhibit differences in pronunciation, vocabulary, and

grammar. Sociolinguistics reveals the laws and causes of language variation through investigating on-site language data and social background information, which helps to understand the diversity and variability of language. In addition, the perspective of sociolinguistics also focuses on the process of language evolution. With the changes in social culture, language is also constantly evolving. Sociolinguistics studies the social dynamics and driving forces of language change, as well as the impact of this evolution on social identity and group cooperation. For example, certain social changes may lead to the emergence of new vocabulary and the elimination of old vocabulary, which reflects the impact of social changes on the language system.

(3) From the Perspective of Educational Linguistics

Educational linguistics is an important branch of English linguistics research from a multidimensional perspective, focusing on the specific field of language teaching and learning. Through the perspective of educational linguistics, it is possible to gain a deeper understanding of various aspects of language teaching and learning, thereby improving the effectiveness of language teaching and learning. The perspective of educational linguistics studies the methods and strategies of language teaching. Traditional language teaching methods focus on training basic skills such as grammar, vocabulary, listening, speaking, reading, and writing. However, with the changes in social culture and the development of information technology, teaching methods are also constantly changing. For example, in certain language learning scenarios, online teaching and mobile learning have become mainstream, and the focus of teaching content is also more on the development of communicative competence. Educational linguistics provides more scientific and effective guidance for language teaching by studying the advantages and disadvantages of different teaching methods and strategies. Moreover, the perspective of educational linguistics studies the cognitive and psychological processes of language learners. The individual differences and learning goals of learners have a profound impact on the learning process. For example, some learners may place more emphasis on developing listening and speaking abilities, while others may place more emphasis on learning from cultural backgrounds. Educational linguistics studies learners' cognitive and psychological processes through survey and experimental methods, providing a basis for developing personalized learning plans.

In addition, the perspective of educational linguistics also focuses on the roles and interactions of language teachers and learners. Teachers play a role in guiding and motivating learners during the teaching process, while learners need to actively participate in teaching activities and actively engage in learning. For example, in some teaching scenarios, using group

collaborative learning can improve learning efficiency, while in other scenarios, individual self-directed learning is more effective. Educational linguistics provides support and guidance for building a good teaching and learning atmosphere by exploring the interactive relationship between teachers and learners.

4. SUGGESTIONS FOR ENGLISH LINGUISTICS RESEARCH FROM A MULTIDIMENSIONAL PERSPECTIVE

The study of English linguistics from a multidimensional perspective is a field with broad and in-depth significance. By conducting a multidimensional and comprehensive analysis of linguistic research, one can better understand the essence of English language and its application in teaching and learning. In the process of teaching and learning, the socio-cultural dimension of language is crucial. Language is not only a means of communication, but also carries information about culture, values, and identity. Therefore, researchers need to pay attention to the socio-cultural background of English language learners and introduce relevant cultural elements in teaching to help learners better understand and apply the English language [3]. For example, teaching materials such as cultural stories, folk customs, and historical events can increase learners' interest in language and enhance their cross-cultural communication skills. The cognitive dimension is also an important aspect of English linguistics research from a multidimensional perspective, and learners' cognitive abilities and thinking styles have a direct impact on the effectiveness of language learning. Therefore, researchers need to pay attention to learners' thinking patterns, memory mechanisms, and learning strategies, and promote their cognitive development through corresponding teaching methods and resources. For example, using visualization tools, concept maps, and memory techniques can help learners better understand and memorize English language knowledge.

In addition, language is a tool for social interaction, where people express emotions, share information, and establish interpersonal relationships through language communication. In English language learning, researchers need to pay attention to the interaction process between learners and between learners and teachers [4]. By promoting teaching activities such as cooperative learning, role-playing, and practical communication, learners' oral communication and listening and speaking abilities can be improved. Finally, the dimension of technological innovation also provides new possibilities for the study of English linguistics from a multidimensional perspective. With the

development of technology, technologies such as virtual reality, artificial intelligence, and online learning have provided more ways and resources for language learning. Researchers can utilize these technological innovations to develop personalized learning systems and intelligent auxiliary teaching tools for English learners, in order to meet the needs of different learners. In summary, the study of English linguistics from a multidimensional perspective is a highly meaningful work. Studying the socio-cultural, cognitive, social interaction, and technological innovation dimensions of language will help us better understand the essence of English language and provide effective teaching and learning methods. Therefore, researchers should conduct in-depth research from these different dimensions and actively explore innovative teaching methods and resources to provide better learning experiences and outcomes for English language learners.

5. CONCLUSION

English language research has important practical significance from a multidimensional perspective. It not only provides reference and guidance for language education, promotes the quality improvement of translation and interpretation work, but also promotes the development of scientific research and academic exchanges. With the continuous advancement of globalization, the study of English language will become increasingly important, providing a more solid foundation for development and cooperation in various fields. Therefore, we should attach importance to English language research and apply it in practice to promote the development and progress of the English language.

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Analysis of the Vocational Education Law Helping the High-Quality Development of Vocational Education

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Abstract: China's economy relies on the support of the real economy, requiring a large number of high-quality professional and technical talents, as well as a large number of skilled craftsmen and great country craftsmen. Therefore, vocational education has great potential. the newly revised Vocational Education Law provides a solid guarantee for the high-quality development of vocational education, strengthens the confidence of vocational education practitioners, points out the direction, and boosts confidence. It is a milestone event in the field of vocational education. We have laid the legal foundation for promoting the high-quality development of vocational education, clarified that vocational education has the same status as general education, dispelled public cognitive biases, promoted the comprehensive integration of schools and enterprises, encouraged deep participation of enterprises, and cultivated more high-quality technical and skilled talents for the construction of a skilled society and the promotion of socialist modernization, helping to promote the high-quality development of vocational education.

Keywords: Vocational education; Law; A skilled craftsman; High quality development

1. INTRODUCTION

If education is prosperous, the country will prosper, and if education is strong, the country will be strong. Vocational education is an important foundation for cultivating high-quality technical and skilled talents, promoting mass entrepreneurship and innovation, and helping China's manufacturing and service industries reach higher levels. It is also an important tool for promoting economic and social development and enhancing national competitiveness. the development of vocational education is of great significance. Whether dealing with the unprecedented changes in the current century or realizing the Chinese Dream of the great rejuvenation of the Chinese nation, it is necessary to prioritize the development of modern vocational education and attach great importance to vocational education. We should further emancipate our minds and deepen our understanding of vocational education from the perspective of standing at a new stage of development, implementing new development concepts, and integrating into the new development pattern. We must firmly grasp the

direction of serving development and promoting employment, deepen institutional and institutional reforms, innovate various levels and types of vocational education models, adhere to the integration of industry and education, school enterprise cooperation, adhere to the combination of work and learning, and combine knowledge and action, guide all sectors of society, especially industry enterprises, to actively support vocational education, and strive to build a Chinese characteristic vocational education system.

In April 2022, the "Vocational Education Law of the People's Republic of China" was revised for the first time since its promulgation in 1996. the new "Vocational Education Law" emphasizes adhering to the principles of cultivating people with morality, cultivating both morality and technology, integrating industry and education, cooperating with schools and enterprises, facing the market, promoting employment, facing practice, strengthening abilities, and educating everyone according to their aptitude. the newly revised Vocational Education Law provides a solid legal guarantee for the high-quality development of vocational education, strengthens the confidence of vocational education workers in entrepreneurship, points out the direction for progress, and enhances their confidence in development. It is a milestone event in the field of vocational education.

2. LAYING THE LEGAL FOUNDATION FOR PROMOTING HIGH-QUALITY DEVELOPMENT OF VOCATIONAL EDUCATION

From the perspective of legal relations, the newly revised Vocational Education Law has actively responded to hot topics such as the diversion of general vocational education, vocational undergraduate education, and integration of industry and education, pointing out the direction for government departments, vocational college teachers and students, enterprises, and their employees to participate in vocational education and improve the quality and technical skills of workers. the promulgation and implementation of the New Vocational Education Law is of great significance. It not only clarifies the type and positioning of vocational education in law, but also lays a legal foundation for the high-quality development of

vocational education. Legislation in accordance with the Constitution is of great significance, and it consolidates the legal foundation for building a skilled society at the institutional level, inspiring those engaged in vocational education.

After this revision, the legislative basis of the new Vocational Education Law has been upgraded from the original Education Law and Labor Law to the Constitution, removing institutional obstacles that hinder the development of vocational education, elevating the mature reform and practical achievements of vocational education to the legal system level, greatly enhancing the authority and feasibility of vocational education, and improving the legal and policy system of public governance in vocational education. The new vocational education law is a specialized legal basis for accelerating the construction of a skilled society, providing a legal basis for the high-quality development of vocational education in China, marking that the construction of China's modern vocational education system has entered the stage of rule of law.

3. CLARIFYING THAT VOCATIONAL EDUCATION HAS THE SAME STATUS AS GENERAL EDUCATION, DISPELLING PUBLIC COGNITIVE BIASES

For a long time, vocational education has been easily overlooked in society and seen as a "helpless choice" in the public's eyes. Vocational education has always been a supplement to general education, especially due to the limitations of academic advancement. The public generally believes that vocational education is a low-level education. This phenomenon is closely related to the management, level and quality of vocational education, as well as the economic and social benefits of graduates. This revision of the New Vocational Education Law clarifies that vocational education and general education are equally important types of education, emphasizing that the two are not "different levels" but "different types", and are an equal and equally important relationship. It recognizes the status of vocational education from a legal perspective and connects the last mile of vocational education towards the "undergraduate era". At the same time, it is also clearly stipulated to take measures to improve the social status and treatment of technical and skilled talents, and to stipulate that vocational school students have equal rights in terms of academic qualifications, employment, career development, and other aspects, opening up a channel for the long-term development of vocational education personnel.

4. PROMOTE THE COMPREHENSIVE INTEGRATION OF SCHOOLS AND ENTERPRISES, AND ENCOURAGE ENTERPRISES TO "DEEPLY PARTICIPATE"

The growth path of technical and skilled talents is different from that of academic and research talents. In addition to school education resources, cultivating

technical and skilled talents also requires the utilization of more high-quality industry and enterprise resources. However, for a period of time, the lack of motivation for enterprises to participate in vocational education, coupled with the weak foundation of vocational education training and teaching, as well as prominent issues such as the mismatch between talent cultivation and job market demand, have seriously constrained the high-quality development of vocational education in China. One of the prominent highlights of the new vocational education law is to clarify the main body of enterprises, adhere to diversified education, deepen the integration of industry and education, implement the main position of enterprises in vocational education, and promote the deep participation of industry enterprises in the professional construction, textbook construction, talent training plans, and the formulation of educational quality evaluation in vocational schools, further promoting the comprehensive integration of schools and enterprises. In addition, the New Vocational Education Law encourages enterprises to establish vocational schools and vocational training institutions, supports enterprises to participate in vocational school joint education, joint enrollment, and joint construction of internship training bases, and provides financial, financial, land, and other preferential policies for enterprises to participate in related activities, truly providing support for industry education integration and school enterprise cooperation from the legal perspective. Encourage industry enterprises to actively participate in and develop vocational education, and create a good ecosystem for the comprehensive development of vocational education. The above series of measures are of great significance in enhancing the recognition of vocational education by the whole society and forming a joint force to promote the development of vocational education. It will to some extent reverse the bias of "valuing general education over vocational education", make parents willing to let their children choose vocational education, encourage students to actively choose vocational education, and make employers willing to recruit vocational school graduates. The introduction of the new vocational education law not only responds to the hot issues of concern in recent years, solves many problems in the process of vocational education, but also clarifies the development direction and path of vocational education in the form of legislation, and provides important legal support for the development of vocational education. Promote the high-quality development of vocational education through the rule of law, and cultivate more high-quality technical and skilled talents for the construction of a skilled society.

To achieve the grand goal of building a socialist education country with Chinese characteristics, it is necessary to achieve high-quality development of

vocational education. We must adhere to the comprehensive leadership of the Party over vocational education, take moral education as the fundamental task, take the Party's education and national education as the fundamental goal, serve the great rejuvenation of the Chinese nation as the important mission, and take the concept, system, system, and law of vocational education as the basic path to fully run vocational education that satisfies the people. We must fully implement the Party's educational policy, adhere to the people-centered development of vocational education, accelerate the modernization of vocational education, and use the power of vocational education to cultivate the foundation of people's happiness. We must use the strength of vocational education to consolidate the foundation of national prosperity and provide strong support for the comprehensive promotion of the great rejuvenation of the Chinese nation.

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Research On the Lack of Moral Education Element and Countermeasures in the Implementation of College Labor Education Curriculum

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Abstract: Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping has pointed out that labor is the fundamental driving force for the progress of human society, and repeatedly stressed that we must adhere to the cultivation of morality and cultivate people as the fundamental task of education, and cultivate socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor. At present, in the implementation of the labor education curriculum in middle schools, there are problems such as the lack of moral education elements in schools, which emphasize skill training over moral education guidance, and the single practice mode of labor education. Starting from the three levels of school, family and society, this paper analyzes the lack of moral education elements in the implementation of secondary labor education courses, and points out that the lack of value of labor education in schools, the insufficient professional quality of labor education teachers, and the lack of linkage of education subjects are the reasons for the lack of moral education elements in the implementation of secondary labor education courses, and on this basis, effective countermeasures are proposed to solve the problem of lack of moral education elements in secondary labor education courses. So as to promote the moral education elements of the secondary labor education curriculum and help realize the integrated development of labor education and moral education.

Key words: labor education curriculum; moral education element; educational value and countermeasures

Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping has repeatedly stressed that moral education should be regarded as the fundamental task of education, and train socialist builders and successors with all-round development of morality, intelligence, physique, beauty, and labor, which reflects the prominent position and importance of labor education and moral education in China's national education. the Compulsory Education Labor Curriculum Standards

issued by the Ministry of Education in 2022 further emphasizes the need to adhere to the education orientation, pay attention to excavating the educational value of labor in the aspects of cultivating morality, increasing intelligence, strengthening body and cultivating beauty, and points out that labor curriculum plays a leading role in labor education. At the present stage, labor education in colleges and universities shows a trend of steady progress, but there are still many deficiencies in the process of carrying out labor education in colleges and universities, among which the lack of moral education elements in labor education courses is more prominent.

1. THE GENERAL LACK OF MORAL EDUCATION ELEMENTS IN LABOR EDUCATION COURSES IN COLLEGES AND UNIVERSITIES

1.1 School labor education has labor without education

In recent years, the country attaches great importance to and actively promote the schools to carry out labor education, issued in 2020, "about comprehensively strengthening the opinions of the new era of primary and secondary school labor education" made clear that the basic connotation of labor education is "purposefully, planned to organize students to participate in daily life labor, production labor and service labor, let the students hands-on practice, output sweat, accept exercise, temper, cultivate students correct labor values and good labor quality"[1], More highlighted the educational value of labor education. But in fact, the current effect of labor education in colleges and universities is not obvious, and has not achieved the expected effect. the situation that students do not want to work, do not love labor, and despise labor has not been better improved. Most labor education activities are limited to organizing students to participate in labor, but do not carry out corresponding education and guidance to students. Labor itself does not have the function of moral education, only supplemented by the education consistent with it, to achieve its due educational role. Therefore, the current labor education in colleges and

universities generally attaches too much importance to labor itself and ignores its educational function, which leads to the disconnection between labor and education in schools. In the implementation process of labor education curriculum, there is the phenomenon of labor but no education.

1.2 Teachers focus on skills training over moral education guidance

Teacher is one of the main subjects of labor education in colleges and universities, which plays a vital role in the realization of labor education goal. "About comprehensively strengthen the new era of primary and secondary school labor education opinion" has been clear about the overall goal of labor education in our country, namely "through labor education, to make students understand and form the Marxist concept of labor, set up the correct concept of labor, cultivate the good spirit of labor, improve their labor ability, develop good working habits"[2]. In fact, from the perspective of the current university teachers 'grasp of the goal of labor education, the goal of labor education has not been fully implemented. Whether professional labor education teachers or teachers of other disciplines, they often pay more attention to improving students' labor skills through labor when carrying out labor education courses. In teaching design also put too much emphasis on labor participation process and pay attention to the students' experience, and the lack of necessary moral guidance and related theory course effective support, thus difficult to make students further course in the perceptual experience smoothly into their own rational thinking, eventually lead to labor education values moral education goal cannot implement, ignore the role of labor education in education.

1.3 The practice mode of labor education is generally single

"Many people think that labor education is a matter of school, so that the family or society intentionally or unintentionally free from labor education. "[3], Which then leads to the problem of single labor education practice. At the present stage, in the implementation process of labor education curriculum in colleges and universities in China, schools play a leading role and assume most of the educational responsibility, obligation and teaching work. Therefore, colleges and universities still focus on the traditional schools to carry out labor education. External professional labor education base is relatively scarce, and schools often give up the development of external labor practice path; college students only participate in some cleaning work in their families, and some families even do not create opportunities and situations for children to participate in labor education. the separation between family and society in the implementation of labor education makes the practice mode of labor education in colleges and universities generally single.

2. ANALYSIS OF THE CAUSES OF THE LACK OF MORAL EDUCATION ELEMENTS IN LABOR EDUCATION COURSES IN COLLEGES AND UNIVERSITIES

2.1 Lack of educational value of school labor education

In the process of implementing the labor education curriculum in colleges and universities, the moral education function of labor education should be emphasized, so as to continuously improve its education value. But in fact, the role and significance of labor education in colleges and universities have not been fully reflected and implemented, and there is a problem of labor without education. This is because the school tends to despise the education function of labor education, resulting in the lack of school labor education value, or even in a state of complete absence. the most fundamental reason is that the school ignores the educational value of labor education. Once the school ignores or completely ignores the educational value of labor education, it will lead to the lack of moral elements in the labor education curriculum of colleges and universities, and eventually lead to the labor education curriculum of labor education in colleges and universities into the dilemma of "labor without education".

2.2 Lack of professional quality of labor education teachers

Labor education teachers in colleges and universities tend to pay attention to labor skills training and ignore the moral education guide to students, and the connotation of labor education, goal, lack of understanding, the cause of these problems is that the teachers' labor education quality is generally not high, even the lack of professional labor education full-time teachers. Whether teachers have professional and complete knowledge and labor education ability is closely related to whether teachers can effectively organize students to participate in labor and carry out moral education guidance. Therefore, due to the lack of professional quality of labor education teachers in colleges and universities, it is difficult to accurately excavate and grasp the moral education elements in labor education courses, and lack of means and paths to effectively guide labor education to play its education value, which leads to the lack of moral education elements in labor education courses in colleges and universities.

2.3 Education subject ignores labor education and lacks linkage

At present, colleges and universities generally actively carry out labor education courses, but it is always difficult to solve the problem of a single practice mode of labor education. the reason is that families, schools and society generally despise labor education and lack of positive linkage between each other. "Labor education is weakened in schools, softened in the family, and diluted in the society". the educational value of labor education is ignored,

which is embodied in the formalization of school labor education curriculum, the oral of family labor education and the invisibility of society in labor education. At the same time, "influenced by the social division of labor, there is a broken state of society, which is decomposed into a family, school, community and even a broader society, and the process of labor education becomes a process of no correlation or lack of correlation between home, school and society"[4]. Therefore, the subject of labor education in colleges and universities ignores labor education is one of the reasons for the simplification of its practice.

3. COUNTERMEASURES TO SOLVE THE PROBLEM OF THE LACK OF MORAL EDUCATION ELEMENTS IN LABOR EDUCATION COURSES IN COLLEGES AND UNIVERSITIES

3.1 Actively create the campus culture of labor education to strengthen the awareness of school labor education

The absence of labor education value is the reason for the phenomenon of labor education in colleges and universities. the key to improve the phenomenon of labor education in the implementation process of school labor education curriculum and promote the value of labor education is to adhere to the correct goal orientation and strengthen the consciousness of school labor education through the creation of labor education and campus culture.

First, adhere to the "moral education" orientation, return to the value of labor education. Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping has attached great importance to the work of cultivating people by virtue, and repeatedly stressed that "always as the fundamental task of education, as the fundamental standard for testing all the work of schools"[5]. the second is to create the "labor education" campus atmosphere, add labor education campus culture. Campus culture reflects the personality of a school, is an important invisible educational resource, is the soul of the school's humanistic tradition and good school spirit, and plays a subtle influence on students. Through the creation of "labor education" campus atmosphere to carry out infiltrating labor education, add the campus culture of labor education, so that students can subtly realize the real value of labor for themselves and even the society.

3.2 Strengthen the construction of full-time teachers in labor education to improve the professional quality of labor education teachers

Teachers are the main body of education and the main responsible person for cultivating students, and their professional quality is crucial to the development of students. Due to the lack of professional quality of labor education teachers, it is difficult to accurately excavate and grasp the moral elements in the labor education curriculum, which leads to their one-sided

attention to the cultivation of students' labor skills and neglecting the necessary moral guidance for students. Therefore, in order to improve the professional quality of labor education teachers, we must strengthen the construction of professional and high-quality full-time teachers in labor education.

First, establish the correct concept of labor education, pay attention to enhance the ability to cultivate morality by labor. "The establishment of a high-quality labor education full-time teachers is the key to promote labor education in universities, primary and secondary schools"[6]. Second, to strengthen the construction of professional and high-quality full-time labor education teachers. "Teachers' professionalism includes professional knowledge, professional ability and professional emotion"[7]. In addition, labor education teachers in colleges and universities should constantly enhance their professional emotion of advocating labor, respecting labor and loving labor, enhance teachers' consciousness of labor education, influence students imperceptibly, and promote students to develop good labor emotion and labor quality.

3.3 Build a home-school-community cooperative education community to enrich the practice of labor education

As the main body of labor education, school, family and society play a leading role, basic role and supporting role in labor education respectively. To enrich the practice mode of labor education in colleges and universities, we should not only make good use of all kinds of conditions and resources to develop new forms of labor education practice, but also actively build a cooperative education community and give full play to the role of family-school and social education.

First, skillfully use the campus practice classroom and off-campus inquiry activities to promote multi-level labor education. Labor education has a strong practical nature, labor education curriculum is a course combining subject curriculum and comprehensive practice curriculum, schools and teachers should make good use of labor education campus practice classroom and off-campus inquiry activities, to provide students with more labor opportunities and diversified labor practice places. Second, create a new mode of labor education, give full play to the effect of family-school cooperative education. To actively carry out labor education practice activities, we should give full play to the basic role of family in labor education, the leading role of schools in labor education, and the supporting role of society in labor education, realize the tripartite alliance of family, school and society, form a joint force of labor education, and give full play to its cooperative education effect.

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Research on Optimization Strategies of Middle School Physical Education Teaching under the Background of Middle School Entrance Examination Physical Education

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Abstract: In China, the middle school entrance examination is of great significance to all middle school students, as it is one of the important stages that change students' life trajectory. Therefore, teachers and parents should pay attention to it. Especially for schools, during the middle school entrance examination process, not only students' academic performance is tested, but also their physical fitness. Therefore, teachers must innovate teaching, develop new teaching strategies, and build a new teaching system to make teaching more efficient and high-quality, helping students achieve better grades.

Keywords: Junior High School Physical Education; Physical Education Middle School Entrance Examination; Teaching Optimization; Strategy

1. THE IMPACT OF MIDDLE SCHOOL PHYSICAL EDUCATION TEACHING ON STUDENTS, TEACHERS, AND SCHOOLS UNDER THE BACKGROUND OF MIDDLE SCHOOL ENTRANCE EXAMINATION PHYSICAL EDUCATION

The addition of physical education in the middle school entrance examination has brought various impacts to middle school physical education teaching. For students, the main approach is to increase their understanding and emphasis on sports through the middle school entrance examination, and to enhance their understanding of physical fitness, sports spirit, sports culture, and sports ethics. By participating in sports, students also stimulate their internal drive, improve their confidence and self-esteem, and contribute to achieving comprehensive development. For teachers, the addition of physical education in the middle school entrance examination requires higher professional literacy. At this time, teachers not only need to master basic teaching skills, but also need to understand sports culture, sports physiology, and other knowledge. They also need to have good organizational and emergency response abilities. During the teaching process, teachers should also conduct differentiated teaching based on students' interests and characteristics to help them better master

knowledge and skills. For schools, the importance of physical education has gradually increased. The school has not only increased the number of physical education courses, but also raised the requirements for the quality of physical education teaching. As a result, it has increased investment in sports facilities, improved the physical education teaching environment, and provided teachers with better teaching space and students with good activity space. In addition, the reform of physical education in the middle school entrance examination has also promoted the implementation of school physical education work and innovation in physical education teaching, and also promoted the comprehensive development of students, teachers, and schools [1].

2. EXPLORATION OF MIDDLE SCHOOL PHYSICAL EDUCATION TEACHING STRATEGIES UNDER THE BACKGROUND OF MIDDLE SCHOOL ENTRANCE EXAMINATION PHYSICAL EDUCATION

(1) the exchange mechanism is the guarantee of the entire education system

With the continuous development of society, China's education system is also constantly undergoing reform and improvement. In this process, as an important assessment standard, physical education in the middle school entrance examination has an increasingly important impact on middle school physical education teaching. In the traditional education system, middle school physical education teaching is often overlooked, and schools and teachers pay more attention to the teaching of cultural courses. They believe that physical education only affects students' learning of cultural knowledge, so they choose to occupy the time of physical education classes for teaching. However, with the gradual rise of physical education in the middle school entrance examination, physical education teaching has gradually received more attention. In this context, it is necessary to establish a communication mechanism because it is the guarantee of the entire education system. By establishing a communication mechanism, schools and teachers can better allocate and utilize educational resources, making teaching more

standardized. In addition, curriculum design and teaching plan development can also be carried out to enable students to have a correct understanding of their needs and development direction through communication mechanisms, and fully realize their potential. So for the formulation of physical education teaching strategies, it is first necessary to establish a comprehensive teaching plan, including multiple aspects such as sports skills, physical fitness, and theoretical knowledge, and consider students' individual differences and interests. Secondly, attention should be paid to the improvement of teaching methods, adopting various forms of teaching methods and means, such as demonstration teaching, situational teaching, cooperative learning, etc., to stimulate students' interest and enthusiasm in learning. Finally, attention should be paid to the reform of evaluation methods, adopting various forms of evaluation, such as student self-evaluation, mutual evaluation, and teacher evaluation, to comprehensively evaluate students' learning situation and performance, enabling them to actively improve their own shortcomings and calmly respond to the high school entrance examination [2].

(2) the execution mechanism is the core of the entire system

In the entire junior high school physical education teaching, the execution mechanism is mainly responsible for transforming plans into actions and achieving organizational goals. Among them, there are a series of elements, such as leaders, employees, workflow, technology, rewards, and punishments, which interact and can jointly drive the operation of the organization. In an effective execution mechanism, leaders should have clear organizational goals and develop clear strategic plans, while employees need to possess the necessary skills and knowledge to effectively execute tasks. In addition, workflow should be simplified and standardized, and technology should also be used to support employees' work, which can improve their productivity and accuracy, accelerate work progress, and improve work quality. At the same time, rewards and punishments can also be used to motivate employees to work hard and punish those who do not follow the rules, which can cultivate employees' work motivation and unleash themselves in their work. However, it should be noted that when establishing an execution mechanism, leaders also need to consider the impact of external factors, such as understanding changes in the market, competitors, policies, and other external factors, in order to develop corresponding response strategies that are not affected by external factors. In addition, leaders need to communicate with employees, listen to their opinions and suggestions, understand their actual situation and situation in work, adjust work strategies in a timely manner, and better meet customer needs.

(3) Cultivating students' physical literacy and scientifically evaluating their movements

Middle school physical education teaching is an important stage in cultivating students' physical literacy. With the improvement of physical education scores in the middle school entrance examination, more and more schools are paying attention to physical education teaching in order to enhance students' physical fitness and athletic ability, and strive to achieve higher scores in the middle school entrance examination. In this context, junior high school physical education teaching should focus on the following aspects: firstly, cultivating students' physical literacy, which not only includes physical fitness, sports skills and knowledge, but also includes the cultivation of sports ethics, sports spirit, and sports emotions. So in physical education teaching, teachers should pay attention to communication and exchange with students, cultivate students' autonomy and confidence, and allow them to experience the joy of success and the setbacks of failure in sports, thus forming a positive and upward attitude. Secondly, the teaching content should be rich and diverse. Middle school students are in a critical period of growth and development. Although they are lively and curious, they are also prone to fatigue and boredom. Therefore, the content of physical education teaching must be diversified, with various sports events, games, and competitions set up to stimulate students' interest and enthusiasm in learning. Then, layered teaching should be carried out based on students' physical condition and sports foundation, so that each student can receive suitable sports exercises and gradually enjoy sports [3]. Finally, scientific evaluation of students' movements is an essential step. Evaluation should not only focus on students' athletic performance and physical fitness, but also on their exercise process and level of effort. For example, in basketball teaching, teachers need to pay attention to students' shooting percentage, and pay attention to the application of skills such as passing, dribbling, steals, and team cooperation awareness. This can help students better understand themselves, establish confidence Identify deficiencies and further improve. Only in this way can we improve students' physical fitness and athletic ability, and promote comprehensive development.

3. CONCLUSION

With the reform of education, sports in the middle school entrance examination have undergone changes, and sports have become an important component of the exam. In the context of physical education in the middle school entrance examination, whether it is middle school physical education teachers or teachers from other disciplines, it is necessary to recognize the importance of physical education, especially physical education teachers. They need to continuously optimize and innovate physical education teaching strategies, develop reasonable teaching plans, and efficiently carry out physical education teaching, in

order to cultivate students' physical fitness, strengthen their awareness of sports, and enable them to excel in the middle school entrance examination, achieving good results.

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The Difficulties and Countermeasures of Intellectual Property Law Protection for Data Property Rights and Interests

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Abstract: There are still many shortcomings in the protection of intellectual property rights related to data property rights, such as unclear legal attributes, unclear definition of object scope, and inadequate implementation of protection models, which may cause many contradictions in practice. For example, taking the attributes of data property as an example, in accordance with relevant laws and regulations on intellectual property rights, we can master more relevant legal attributes and protection models, and solve the hidden problems of intellectual property law protection for data property rights from a practical perspective. Data interests are the fundamental point of protecting the rights and interests of data property. By adopting dynamic and sound trade secret standards, we can directly defeat the protective layer generated by bad competition, build a sound integrated data rights and interests protection system for both property and individuals, and truly safeguard legitimate rights and interests.

Keywords: Data Property Rights; Intellectual Property Law; Protection: Difficulties; Countermeasures

The "Outline for Building a Strong Intellectual Property Country (2021-2025)" was implemented in 2021, with the aim of deriving new fields through high-end advanced technologies such as big data and the Internet, creating new industry formats, and forming a sound intellectual property protection system. From a purely legal perspective, there is a direct connection between the connotation and content definition of data and data property rights. By analyzing the current problems encountered through relevant intellectual property laws and regulations, and citing key points to achieve fundamental treatment, we can create a legal environment for data sharing, rational utilization, and create a good industry atmosphere.

1. DATA PROPERTY RIGHTS ARE A CHALLENGE TO INTELLECTUAL PROPERTY LAW PROTECTION

(1) Clear restrictions on copyright protection space
The majority of carriers for copyright protection are works, which themselves have unique and multifaceted characteristics. Faced with a single piece of data, once it is presented in electronic form, such

as images, audio, videos, etc., it is inherently multifaceted and fails to truly highlight its uniqueness. Therefore, it is necessary to focus on protecting it through copyright to minimize legal risks. Nevertheless, in the face of data with economic significance, it is not only as a unique work, but also to organize personal consumption records, online browsing footprints, travel trajectories, etc., representing the key to corporate competition. However, these data are not sufficient to meet the requirements of unique works, and it is difficult to fully protect them through copyright law at this level [1].

(2) Restriction of Law Protection Against Unfavorable Competition

The law on curbing bad competition holds an important position in the protection of data property rights. For example, in the "Sina v. Pulse" case, the court believed that both parties may belong to a competitive relationship. Pulse did not cross the boundary according to the contract provisions, and illegal seizure or unauthorized use of Sina Weibo user data has been recognized as bad competition, which is not recognized in the law. In the "Dianping v. Baidu case", the court held that Baidu company did not make any substantive actions regarding the relevant information of Dianping website in France. However, in Baidu Maps and Baidu's knowledge of China's frequent use of Dianping information, this behavior clearly has the characteristic of "getting something for nothing" and is also considered a bad competitive behavior. Although studying the non competition law in judicial practice plays an irreplaceable role in protecting data property rights and interests, we still face multiple limitations in the implementation process and need to improve it.

2. COUNTERMEASURES FOR THE PROTECTION OF DATA PROPERTY RIGHTS AND INTELLECTUAL PROPERTY LAW

(1) Establishing a sound legal protection system against unfair competition

The protection of data property rights and interests has clear regulations and rules in the fight against unfair competition. Data itself belongs to intangible assets, which have repeatability and variability. However, the emergence of unfair competition often causes serious commercial losses to data rights

holders, leading to the sudden loss of many resources. Therefore, the protection of data property rights and interests through anti unfair competition behavior can be highlighted in practice and play an absolute application advantage. Anti unfair competition also plays a role in protecting trade secrets between enterprises, and comprehensive protection is in place. During this period, China drew on foreign regulations such as the Anti Unfair Competition Law to adopt dynamic security standards in relevant regulations on trade secret protection, thoroughly reviewing trade secrets, and preventing adverse competition behavior. If the rights and interests of data property are seriously infringed upon, most of them explore the common interests of both parties through judicial practice and practical cases, control the interaction of interests between both parties as much as possible, and protect the rights and interests of data property in an equal and targeted manner to minimize legal risks. In addition, in accordance with the Anti Unfair Competition Law proposed by China, market competition behavior is restricted, with the aim of promoting enterprises to jointly obtain more economic benefits in data property rights and interests, truly creating a win-win situation, and effectively preventing various conflicts caused by adverse competition [2].

(2) Creating new intellectual property objects

Firstly, the external characteristics of data and intellectual property objects themselves have consistency. the external form of data belongs to immateriality, which is very different from the "things" in real life, and it does not refer to objective ownership objects here. the object of intellectual property also has immateriality, and the two will be extremely similar in external performance. Therefore, this similarity prompts the two to use methods that are particularly similar, and at the same time, it shows consumerism in the use of the object, which refers to various subjects being able to replicate various types of data, works, etc. in a short period of time.

Secondly, the inherent characteristics of data and intellectual property objects are the same and consistent. Some researchers have found that the object of intellectual property rights is information, while intellectual property rights are property rights obtained through specific information sharing. the value of data lies in the effectiveness of information. So, from an essential perspective, data and intellectual property objects belong to specific information, which is also the direct reason for the similarity of their inherent characteristics.

(3) Establishing a new type of intellectual property object system

On the one hand, the basic definition of the object of data rights. When data property rights are in the protection stage, it does not mean that the data can meet the protection requirements of the intellectual

property object under any circumstances. Just like similar works, authors must accurately calculate the uniqueness and details of their works to ensure their creativity and practicality, highlighting the characteristics of novelty and practicality. the same applies to data that is the object of new intellectual property rights. Only when it meets the prescribed conditions or requirements can it be legally protected, otherwise it will enter the market and be copied by social personnel. On the other hand, defining the ownership of data rights. Data sets often have close connections with many entities, not only as data transmitters, but also as data collectors and processors. Therefore, for industry researchers, how to clearly define data rights is a key issue that urgently needs to be addressed. I believe that the principle of hierarchical boundaries can be followed, and the due rights can be reasonably shared based on the degree of investment of various entities in data property, combined with actual situations, in order to maximize its effectiveness and pay attention to its investment [3].

3. SUMMARIZE

In the era of the Internet, the emergence of advanced technologies such as the Internet of Things and cloud platforms has created more space for enterprises to compete in the market. Nowadays, people's lives and production cannot be separated from the support of data, and enterprises in various industries are no exception. As the core product of enterprise competition, data property rights and data personality protection have become topics that relevant industries attach great importance to. In order to establish a comprehensive data rights protection system, on the one hand, data interests are regarded as the fundamental concept of digital property rights, and new concepts are integrated to form a new intellectual property system by combining intangible and tangible things, covering common property; On the other hand, establish dynamic trade secret standards, strictly protect non-public data that is not too much involved, and eliminate the occurrence of adverse competitive behavior.

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A Study on the Path of Psychological Health Education for Post-00 College Students

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Abstract: Universities bear the responsibility and mission of cultivating talents for the country and society. Cultivating talents in universities is of great significance for the development of the country and society. Healthy and good psychological qualities play a crucial role in the learning, life, and future development of post-2000s college students. There are some shortcomings in the current implementation of mental health education for college students in universities. It is necessary to establish and improve a mental health education system, and attach importance to the work of students' mental health education. For this, this article first elaborates on the important significance of psychological health education for post-00s college students, and then explores effective paths for psychological health education for post-00s college students, providing reference.

Keywords: After 00; College students; Psychological health; Health education; Path; Research

PREFACE

Colleges and universities are not only places for college students to learn, but also places for their daily life and communication. College students are in a special stage of physical and mental development. Whether students have good physical and mental qualities during this stage is important for their learning and future development. Cultivating students' good psychological qualities plays an important role in improving their learning efficiency, learning quality, and job competitiveness.

1. THE IMPORTANT SIGNIFICANCE OF PSYCHOLOGICAL HEALTH EDUCATION FOR POST-00 COLLEGE STUDENTS

Psychological health is a necessity for the growth and development of college students, and it is also a necessary quality for them to possess in their studies and daily life. College students need to possess good psychological qualities in learning culture, entering society, and interpersonal communication. College students need to establish a good psychological quality when seeking employment, which is also the main content and basic requirement of ideological and political work in universities. For the psychological health education of college students born after 2000, it needs to receive attention and attention from relevant personnel.

2 THE PATH OF PSYCHOLOGICAL HEALTH EDUCATION FOR POST-00 COLLEGE STUDENTS

2.1 Establishing and Improving the Psychological Education System in Universities Based on the Thought of Socialism with Chinese Characteristics in the New Era

Education work needs to attach importance to the construction of a social psychological service system, assist students in forming values, cultivate self-esteem, confidence, and positive qualities, and university education also needs to pay attention to this aspect. Establishing a psychological education system in universities is an effective measure to solve the current psychological health problems of post-2000 college students. the development of ideological and political work in universities should rely on the psychological education system, strengthen attention and care for students, and provide psychological counseling to build a pattern of psychological health education [1].

Firstly, in terms of education and teaching, active guidance should be given to students, reflecting their values. Knowledge teaching, value guidance, and quality education should be combined to cultivate a good mentality between teachers and students, in order to improve the psychological education system in universities. Universities can incorporate relevant content from psychological textbooks and provide psychological counseling in their psychology courses. Teachers should incorporate teaching ideas on mental health into their teaching.

Secondly, for practical teaching, the content of mental health should be integrated with theory and practice. Universities can push mental health knowledge on official websites, official account and other platforms, and encourage teachers and students to participate in mental health activities, such as organizing mental health knowledge contests, singing contests and other activities. Additionally, provide consulting services. Need to understand the development needs of teachers and students, provide professional psychological counseling services in a timely manner, help teachers and students overcome difficulties in life, teaching, or learning, and set up psychological health counseling centers according to specific situations.

In addition, strengthen preventive interventions. We should fundamentally avoid the occurrence of

psychological problems, ensure that mental health education is more scientific and effective, improve the psychological crisis intervention system, and ensure the sustainability of psychological prevention work.

2.2 Expanding the Path of Mental Health Education and Innovating the Methods of Mental Health Education

Post-00s college students often have distinct personalities, pursuit of self-worth, and more diverse learning methods. Their daily entertainment tends to be digital, networked, and informationized, and their behavior is more objective and rational. Their life pursuits are also more realistic.

The mental health education for post-2000s college students needs to have a clear direction, establish an integrated online and offline education model, and use social media such as WeChat and Weibo on the internet to carry out various forms of teaching activities to ensure that mental health education covers a wide range of aspects.

Secondly, universities should actively explore mental health issues, break through the limitations of psychological counseling room space, timely detect and prevent them, effectively facilitate communication, and seek social support and assistance to connect with local medical institutions with mental health treatment qualifications, establishing an integrated psychological counseling model for university medical institutions. If post-00s college students have psychological disorders, they can return to a normal state through guidance from medical institutions [2]. Due to the lack of treatment qualifications among psychological center teachers, if students experience serious psychological problems, they should be advised to seek medical treatment at a medical institution that cooperates with the school. Doctors should provide feedback on the true situation of university students and promote deep communication and cooperation between universities and medical institutions.

2.3 Increase the proportion of teachers specializing in mental health education in universities and enhance their ability level

To carry out mental health education in universities, it is first necessary to have a teaching faculty. The professional awareness, professional literacy, professional ability, and moral quality of teachers will directly affect whether "post 00s" college students can achieve physical and mental health development. Firstly, incorporate mental health professionals into ideological and political work, actively organize and carry out training on teachers' professional knowledge and skills, formulate teacher development plans, and stimulate teachers' work enthusiasm.

Secondly, on the basis of gradually receiving attention and attention to mental health education in universities, the demand for teachers is also gradually increasing. However, this professional talent is often

scarce, and the number of teachers cannot meet the needs of carrying out and developing mental health education in universities. For this situation, it is necessary to increase the proportion of teachers specializing in mental health education in universities. Teachers who meet the requirements can be trained and evaluated to reserve professional teachers, improve their ability level, meet the needs of mental health education work, and provide more professional and comprehensive mental health education services for post-2000s college students.

2.4 Post-00 college students learning theoretical knowledge of mental health education to enhance their psychological quality

Post 00s college students are in a critical stage of forming their outlook on life, worldview, and values. During this stage, they should actively learn theoretical knowledge and enrich themselves. Firstly, self-awareness should be formed. Post-00 college students should have a clear understanding in their daily learning and life, be neither humble nor arrogant, and strictly demand themselves [3]. The mentality of post-00s is not yet mature enough, and they are prone to impulsivity when encountering things. If there is a conflict between their self-awareness and social reality, it will lead to psychological problems. It is necessary for post-00s college students to correctly position themselves, understand their own shortcomings and strengths.

Secondly, it is necessary to focus on mental health education courses. Students in universities should attach great importance to offering courses on mental health education. They need to study diligently and actively communicate with teachers, so that they can learn relevant knowledge and achieve the goal of applying what they have learned. This can serve as a driving force for students' learning. In addition, to create a psychological counseling platform, schools can set up psychological counseling rooms and organize psychological communication activities. If students discover that they have psychological problems, they can participate in some activities based on their specific situation to improve their ability to cope with psychological problems.

3. CONCLUSION

In the current era, it is necessary to leverage the advantages of socialist education, guided by the core socialist values, to enhance the good adaptability, learning ability, application ability, and practical ability of post-2000s college students, cultivate their good psychological quality, establish a comprehensive education system, and enhance their comprehensive literacy.

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Engineering Cost Control Measures Under the Pricing Mode of Engineering Quantity List

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Abstract: With the development of the economy and the continuous implementation of urbanization, the current construction industry is developing rapidly. At the same time, the scale of construction projects is increasing, and more funds need to be invested in the process of carrying out construction projects. At the same time, the construction industry is facing more challenges in the new era, and the requirements for the construction industry are also higher. In the process of implementing engineering projects, the most commonly used method for cost calculation is the bill of quantities pricing model. However, during cost calculation, it is susceptible to various factors, resulting in problems in engineering cost control and affecting the economic benefits of engineering projects. This article will study the measures for engineering cost control under the pricing mode of engineering quantity list.

Keywords: Engineering Quantity List Pricing, Engineering Cost, Control

Engineering quantity list pricing is a pricing method for calculating the cost of engineering projects. During the specific implementation, the first party usually provides the engineering quantity list, and then the second party provides a quotation for the engineering quantity list, calculating the total cost of the engineering project. The valuation of the bill of quantities has an impact on the cost control of engineering projects. In the valuation model of the bill of quantities, problems with the bill of quantities, contract management, and settlement prices can all affect the cost control of engineering projects, resulting in significant differences between engineering costs and expectations, and affecting the economic benefits of engineering projects. Therefore, when applying the valuation model of the bill of quantities, it is necessary to analyze and prevent the content that may affect the engineering cost, in order to prevent the occurrence of cost exceeding the budget and affecting the economic benefits of the engineering project and the interests of all parties. Therefore, the following will discuss the factors that affect engineering cost control under the bill of quantities pricing mode, and explore how to do a good job in engineering cost control under the bill of quantities pricing mode.

1. THE INFLUENCING FACTORS OF ENGINEERING COST CONTROL UNDER THE ENGINEERING LIST PRICING MODEL

(1) Bill of Quantities

The impact of the bill of quantities on cost control is very direct. The bill of quantities is the basis for budgeting and cost calculation. If the bill of quantities is not accurately prepared, there will be significant errors between the engineering budget and the engineering cost, which cannot guide the implementation of engineering project price control. The content of the bill of quantities, from the perspective of the main content of the preparation, includes various aspects of project construction, such as civil engineering construction, installation engineering construction, water supply and drainage construction, and power construction. Based on the design drawings and instructions of these construction parts, the bill of quantities is prepared, as well as relevant information and data on the natural environment of the construction area, as well as relevant government building specifications. The bill of quantities is the key to budget and cost control work, providing guidance for engineering cost control work, and also the key to the smooth progress of engineering construction. When preparing the bill of quantities, the accuracy of the bill of quantities is affected by various factors, and there are certain requirements for the professional level, work attitude, and experience of the preparation personnel. If the professional level of the preparation personnel is insufficient, if the work cannot be done seriously and responsibly, and there is a lack of work experience, it is very easy to have missing items, omissions, and repeated calculations in the process of compiling the bill of quantities, which affects the accuracy of the bill of quantities [1].

(2) Contract management

Contract management is an important link in the implementation process of engineering projects. Through effective contract management, contract disputes can be avoided during the implementation of engineering projects. At the same time, contracts serve as guidance for construction, and all necessary construction content and responsibilities are reflected in the contract. Therefore, during the implementation process of engineering projects, both parties signing

the contract will carefully prepare and inspect the contract. In the process of preparing and inspecting contracts, both parties involved in the contract conduct detailed checks on the legality and authenticity of the contract. However, issues such as contract quality requirements are ignored, and contract disputes may arise during construction and project delivery, affecting the normal implementation of the project. the application of the bill of quantities pricing model can enable both parties involved in the contract to analyze and understand the various contents of the contract in detail, solve problems existing in the contract, and prevent contract disputes from occurring during the construction or delivery stages, which may affect the smooth implementation of the engineering project.

(3) Settlement Price

After the completion of the project, the cost of the project will be settled. the cost here not only refers to the costs incurred during the construction process, but also includes various costs incurred before and after construction within the contract provisions. For units conducting bidding for engineering projects, after understanding and accepting various terms, the contractor can control the project settlement. During the process of engineering settlement, the pricing mode of the bill of quantities will affect the control and management of engineering cost [2].

2. ENGINEERING COST CONTROL MEASURES UNDER THE PRICING MODE OF ENGINEERING QUANTITY LIST

(1) Develop preventive measures for unbalanced pricing

To control project costs under the pricing mode of the bill of quantities, measures should be taken to prevent imbalanced pricing, and possible factors that may affect project cost control should be addressed in advance. Firstly, the bill of quantities should be determined, and the accuracy of the bill of quantities should be verified to ensure that the bill of quantities is accurate and reasonable. Units participating in bidding should develop engineering plans based on the bill of quantities, and formulate pricing based on material markets, production factors, etc. Secondly, when reviewing the bidding documents of the bidding unit, in order to prevent the cost of subsequent construction from exceeding the quoted price, it is necessary to focus on reviewing the ambiguous content in the bill of quantities and request explanations from the bidding unit. the bidding unit should display paper documents for interpretation and send them to all parties participating in the bidding. Finally, the bidding documents should be specific, clear, and organized to prevent the occurrence of imbalanced quotations.

(2) Improve the signing process of reasonable contracts

The signing of a contract is an important link in the development of an engineering project, which is related to the normal operation of the project. Therefore, before signing a contract, preparations should be made to ensure that the contract is signed in a scientific and reasonable manner. After the contract is signed, it is also necessary to do a good job in contract management. In the pricing model of the bill of quantities, the signing of construction contracts is mainly divided into two categories, namely total price contracts and fixed unit price contracts. the selection of construction contract form is mainly based on the size of the project quantity, project risks, and the willingness of both parties to sign the contract. In addition, after the contract is signed, if the contract can be modified due to design changes, supplementary terms of the contract should be set up. During the construction process, the material market will have a significant impact on the project cost, which needs to be noted during the preparation of the bill of quantities and the control of project cost [3].

(3) Cost control during the completion settlement stage

In the completion settlement stage, the project should be settled according to the terms of the contract, and the project cost review plan should be designed based on the pricing mode of the bill of quantities. Secondly, the focus should be on reviewing the engineering visa form and engineering quantity, and evaluating the engineering cost.

3. CONCLUSION

In general, the engineering cost control under the bill of quantities pricing model should take preventive measures against unbalanced pricing, improve the reasonable contract signing process, and ensure the cost control during the completion stage, in order to ensure the economic benefits of the engineering project and promote the smooth implementation of the engineering project.

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Research On the Reform and Practice of Wushu Course Teaching in Physical Education Specialty

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Abstract: In physical education teaching, martial arts course as one of the important curriculum contents, plays an important role that cannot be ignored, for the formation of students' quality, willpower cultivation, has a very important role in promoting. In the actual martial arts curriculum, it is necessary to reform the curriculum, which is an important means to enhance the effect of martial arts curriculum. Therefore, this paper puts forward a series of practical strategies for the reform of Wushu course teaching.

Key words: Physical Education Major; Wushu Course Teaching; Reform Practice

INTRODUCTION

Carrying out martial arts courses in sports majors can not only make students understand the basic knowledge related to martial arts, master the necessary martial arts skills, enable them to acquire certain self-protection ability, and improve their physical quality, which is very beneficial to the growth and development of students. Therefore, in physical education teaching, we need to promote the reform of martial arts curriculum and further promote the development of students.

1. REFORM TEACHING OBJECTIVES

In the teaching reform of martial arts curriculum, the reform of teaching objectives is particularly important, which needs to pay attention to the following two aspects. On the one hand, it is necessary to carry out a comprehensive analysis of the current situation of martial arts teaching from the whole point of view, refine the teaching objectives, and clarify the factors affecting the reform; On the other hand, a comprehensive understanding of the situation of students in the current social context is needed. For example, the motor skills and learning ability that can be borne by the students should be arranged for special personnel to carry out investigation work, and phased and systematic teaching objectives should be formulated according to the results of the investigation. In the formulation of teaching objectives, it is necessary to avoid only starting from a certain Angle, but to start from a number of different aspects such as physical health and skills, which should not only conform to the physical condition of students, but also conform to the reality of their learning and psychological

development, and ensure the scientific nature of martial arts courses in the actual development process [1].

2. REFORM THE TEACHING CONTENT

In the reform of teaching content, we can start from the following aspects. First, due to the characteristics of martial arts courses, different from conventional types of courses, before formal learning, students need to have a comprehensive understanding of the course. For example, the characteristics of the course, the skills required to master the course and so on. In this way, students can gradually develop good training habits in the follow-up study of this course, including the training process, realize the significance of the implementation of this course, and achieve the real purpose of training; Second, for teachers, when arranging daily training activities, they should avoid using the same exercise method in the past for a long time. They should comprehensively consider various factors, and constantly improve and update the content and form of exercise according to the characteristics of this course and the situation of students, so as to attract students' active participation in diversified forms of exercise. We should not only give full play to the entertainment of the course, but also give full play to the characteristics of fitness, and strengthen the learning experience of students; Thirdly, for the main content of the current course teaching, it is necessary to start from the actual situation of students, understand their growth characteristics and physical changes, and carry out further reform of the teaching content, so that they can develop correct sports cognition in the continuous training process under the guidance of the course content. Fourth, when reforming the teaching content of martial arts courses, we should not only pay attention to the reform of theory, but also need to go deep into practical activities. Some difficulties and challenges can be set up, so that students can learn to solve difficulties with their own methods and means after long-term training, and can face challenges with the right attitude. In order to form a stable and healthy mental state, to achieve the purpose of optimizing their mental state, and then improve the quality of life of students as a whole.

3. REFORM THE TEACHING FORM

When reforming the teaching form, it is necessary to introduce more advanced teaching ideas by summarizing and reflecting on the current development of martial arts courses in the school, learn from the teaching forms of surrounding schools or other schools, combine their own distinctive teaching elements, and apply more new ideas and new methods to the curriculum through innovation. So that the current teaching form is more in line with the actual situation. At the same time, in the actual reform process, the current form of activities, including teaching content, etc., can be appropriately supplemented or deleted to ensure that the reform work can be guided. In the past activities of martial arts courses, the aspects considered are less, the teaching form is not perfect, and the students have a strong coping psychology when they participate in the activity effect is poor. Through the reform of teaching form, the training level can be greatly improved, and the effect of practice has been greatly improved [2].

For example, the establishment of an information platform at this stage provides favorable conditions for the development of martial arts courses and is also the focus of reform. In the actual course development, for some key courses or courses with high difficulty, they can be directly presented in the form of video, which provides important materials for the actual course development. However, it should be noted that in most schools at present, it is limited by various conditions and has not yet established an intelligent teaching platform. In this regard, for the school, it needs to make use of the current technical conditions, establish an online learning platform, mobilize internal resources, mobilize multiple sensory experience through the presentation of pictures, and combine some martial arts actions with stories to explain the sources of actions, so as to promote the diversified reform of martial arts courses.

4. PAY ATTENTION TO MARTIAL ARTS GRADES

The role of martial arts examination is very important, through practical practice shows that it is an important means to transform the learning results, not only can detect the learning situation in a specific period of time, but also the affirmation of students' efforts, can make them have a clearer understanding of their own ability, and have an objective and correct understanding of their own situation. Through the examination, students can exercise all aspects of ability, so that they realize that martial arts learning is not a day or a period of time can be achieved, in order to achieve good results, need to go through a long-

term, continuous training process, can cultivate their perseverance, so that they can have the confidence to stick to it when doing other things in the future. the process of grade examination, fundamentally speaking, is not only a process of persistence, but also a process of training yourself and enriching yourself. Through the understanding of the martial arts examination, it is found that the requirements are very strict, requiring students to strictly follow the specific requirements and standards when doing the movements, which prompts them to master the essentials of each movement in training, the movement should not only be standardized, but also be systematic, and understand the meaning of each movement. In this regard, when carrying out martial arts teaching, we can take grade examination as one of the important assessment indicators according to the mastery of the actual situation. We should realize the significance of grade examination and the positive role it plays, and bring the role of grade examination into full play, so as to bring real benefits to the growth and development of students. We should make full use of every opportunity for grade examination so that students can play their own advantages. And then get better development [3].

5. CONCLUSION

To sum up, it is very important to reform the teaching practice of wushu course in sports specialty. In this regard, in the actual martial arts course teaching, it is necessary to carry out a comprehensive reform through the reasonable arrangement of the course, from a number of different levels, to improve the teaching level of martial arts courses, so as to better promote the development of students.

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Application and Research Analysis of Polymer Plastic Templates in Building Materials

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Abstract: In the current building materials market, polymer plastic templates are becoming increasingly widely used as emerging environmentally friendly materials. By comparing the traditional wooden formwork support system and analyzing the economic value obtained by using polymer plastic formwork in the project using specific data, the application prospects of polymer plastic formwork and buckle system will be determined, and it will undoubtedly become the main type of formwork selection for high-rise residential projects.

Keywords: Building Materials; Polymer Plastic Templates

With the continuous development of social economy and technology, especially the prosperity of the real estate industry and the continuous approval of various engineering projects, China's construction industry has ushered in new development space and opportunities. At the same time, the construction materials industry has developed rapidly, and various new building materials have been widely applied and updated. Especially for the application of polymer plastic materials, recycled plastics can be used to meet the requirements of resource recycling. The book "Building Materials" combines the development of building materials technology and the building materials industry, timely absorbing cutting-edge professional knowledge, and comprehensively and systematically introducing new achievements, technologies, and standards of building materials.

Building materials mainly learn basic properties, such as building stones, inorganic air hardening cementitious materials, cement, concrete, mortar, asphalt materials and asphalt mixtures, building steel, synthetic polymer materials, building functional materials, and building material testing. Strengthening students' professional theoretical level and ability to solve practical engineering problems has certain guiding significance for their understanding, learning, and application of building materials.

In building materials, building template engineering generally accounts for about 8% of the project cost, accounting for a large proportion of the project labor and construction period. Therefore, the process and technology of making templates are crucial for the

investment cost, quality, and progress of the entire project. In order to solve the technical difficulties of building materials, we have explored composite building templates, especially with the breakthrough of polymer composite material synthesis technology, we have developed and used polymer plastic templates to replace traditional wood and steel templates. On the basis of polymer compounds, certain artificial synthesis has led to the emergence of plastic materials widely used in modern life. In construction engineering, due to the advantages of strong toughness, chemical corrosion resistance, lightweight texture, and easy processing, polymer plastics are constantly used or used as substitutes for structural materials. Polymer plastic templates are one of the most commonly used polymer building materials.

According to the performance analysis of polymer plastic templates, there are several reasons. Firstly, there have been significant changes and developments in the current architectural structure system, no longer dominated by multi-story buildings and small to medium-sized buildings in the past, but mainly focused on high-rise residential buildings, super high-rise buildings, and large, unique public building projects. At the same time, higher requirements have been put forward for the construction technology of building formwork. For example, super high-rise buildings require formwork with light weight but higher strength. Traditional wooden formwork has low weight but low strength, while steel formwork has high strength but larger weight. Polymer plastic formwork has the advantages of light weight and high strength, meeting the construction needs of super high-rise buildings. Secondly, some iconic buildings or large sports venues, cultural venues, etc. have unique requirements for the structural design of buildings. Traditional template materials have poor plasticity and processing performance, making it difficult to produce structural templates that meet design requirements, or even if they can be manufactured, they require expensive construction costs. Polymer plastic templates have high plasticity at a certain temperature and pressure, making them easy to make into the required template types of various shapes and sizes. At the same time, their processing performance

is very good, making it easy to achieve special requirements for shape, thus liberating designers' ideas and concepts. Thirdly, the amount of building template materials is very large. the newly produced steel template can be used to build 150 Eiffel towers each year. Similarly, the production of wooden templates requires over 10000 hectares of forest area each year, which is equivalent to consuming a natural oxygen bar that produces a large amount of oxygen and adsorbs a large amount of dust. Especially the recycling rate of steel formwork and wood formwork is not high, which cannot achieve energy conservation and green environmental protection for the entire society and construction industry. Polymer plastics are mainly based on synthetic polymer compounds, condensed and plasticized, which do not require steel or wood, playing a role in both energy conservation and environmental protection. the above three reasons have contributed to the development and application of new templates such as polymer plastic templates.

The application of polymer plastic templates in architecture should also pay attention to avoiding its drawbacks. Firstly, the stiffness of polymer material templates is relatively small, and the stiffness of templates is the ability to resist deformation. When using polymer plastic templates, attention should be paid to their geometric shape and boundary support to prevent instability of the template under stress. Secondly, polymer plastic templates are prone to aging due to internal structural or compositional issues, which can lead to embrittlement and cracking under prolonged sunlight exposure. So when processing, storing, and using polymer plastic templates, attention should be paid to avoiding exposure to sunlight, maintaining humidity, such as thickening, coating outer layers, or adding anti-aging additives. Physical protection can also be used to prevent aging. Finally, the heat resistance of polymer plastic templates is poor and flammable. Due to the low practical temperature limit of polymer synthetic plastics, attention should be paid to avoiding high-temperature operations during storage and use, reducing local temperatures, especially paying

attention to fire isolation work. It is also possible to avoid the disadvantage of poor heat resistance by improving processing technology and applying high-temperature resistant coatings.

Building materials are the cornerstone of the construction industry. Only by ensuring and improving the performance and function of building materials can the quality and durability of building products be guaranteed. the emergence and application of polymer plastic templates in buildings have opened up new paths for the development of green, environmentally friendly, and efficient building materials industry, which can play a greater role in the current and future construction field. the integrated development of various building material technologies and industries provides learning and guidance for students to engage in construction engineering surveying, design, construction, scientific research, and management work in the future. Polymer plastic templates are widely used in urban road engineering due to their advantages such as low labor intensity, strong environmental protection, high comprehensive benefits, and corrosion resistance. By understanding the advantages of using polymer plastic templates in urban road engineering, understanding the precautions and requirements during the use of polymer plastic templates, pointing out the problems and directions for development and research of polymer plastic templates, and briefly introducing improvement suggestions for polymer plastic templates, this provides reference for the further promotion and use of polymer plastic templates.

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Design and Implementation of Curriculum Ideology and Politics in College English

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Abstract: the Several Opinions on Deepening the Reform and Innovation of Ideological and Political Theory Courses in Schools in the New Era requires that ideological and political education be integrated into the personnel fostering system, comprehensively promote the ideological and political education in university courses, give full play to the educational role of each course, and improve the quality of personnel fostering in universities. As a public compulsory course, college English aims to improve students' humanistic literacy, broaden their horizons, and build cross-cultural communication abilities. Due to the particularity of college English course, how to integrate ideological and political education into the textbook is a problem that all college English teachers must reflect on. This article takes one passage of the first volume of *New Practical English* as an example to analyze the possibility of combining ideological and political factors with textbook and explores the implementation of teaching steps.

Key words: Curriculum Ideology and Politics; English teaching; College English

In the context of globalization, varied politics, economies, and cultures are highly integrated. Higher education is also showing a trend of being in line with international standards. College students have more ways to interact with multiculturalism, and their enthusiasm for communication has increased. Misleading ideology and values have a subtle impact. How to actively and correctly guide college students to distinguish right from wrong and thus form the correct three perspectives is not only related to personal growth and development, but also to the future of ethnic education.

I. THE NECESSITY OF INTERGRATING IDEOLOGICAL AND POLITICAL EDUCATION INTO COLLEGE ENGLISH COURSES

The current international situation is complex and ever-changing, and the domestic situation is becoming increasingly tense. the degree of globalization is deepening, and Chinese and Western cultures are infiltrating and blending with each other, resulting in conflicts. European and American cultures and values strongly impact the ideological cognition of contemporary college students. With such diverse factors, the mentally active college students tend to be misled by ideology and values, so

ideological and political education is urgent. However, ideological and political education is not limited to ideological and political courses. the curriculum standards and system require that every course should incorporate ideological and political education to achieve the common goal of education - establishing virtue and cultivating talents.

II. THE ORIENTATION AND ATTRIBUTE OF COLLEGE ENGLISH COURSES

College English courses are public compulsory courses offered to non-English majors in undergraduate and vocational colleges, and are an organic component of the higher education curriculum system. the college English curriculum comprehensively implements the Party's educational policy and the fundamental task of cultivating morality and talents, aiming to cultivate students' ability to learn and apply English, and lay a solid English foundation for their further study and individual development.

This course can enable students to master basic English knowledge and skills, possess fundamental listening, speaking, reading, writing, and translation abilities. Furthermore, it stimulates students' interest in learning English and thus makes them understand cross-cultural differences between East and West. By means of multicultural knowledge, students adhere to a more committed Chinese stand. From an international perspective, they are able to spread Chinese culture and fulfill cross-cultural communication tasks effectively.

The orientation and attribute of college English courses reflect the essence of ideological and political education, and also provide a basis and possibility for exploring the combination of ideological and political factors. Understanding western culture, history and civilization doesn't lie in undertaking all, but lies in absorbing the quintessence to enrich Chinese culture.

III. DESIGN AND IMPLEMENTATION OF TEACHING STEPS

This paper takes unit 6 of *New Practical English* as an example, analyzes the feasibility of the integration of ideological and political elements in teaching objectives, methods, process design, and etc.

1. Teaching objectives

The knowledge goals are to master key vocabulary and sentence structures and understand the main idea of the article. Teacher may connect them with knowledge related to curriculum ideology and

politics, such as the education of socialism with Chinese characteristics and Chinese Dream. Knowledge goals request students to pay attention to current affairs, and generate ideological and emotional identification with the measures that the Party and the state take. the integration of ideological and political factors from multiple perspectives forms a close combination of professional content and curriculum ideological and political content, which avoids the rigid integration of curriculum ideological and political elements.

The ability goals requires students to master the main idea of the passage. In addition, they put forward further requirements for students. the achievement of ability goals lead students to integrate the values of the country and individuals, improve their patriotic and socialist cultivation, and continuously pursue the country's prosperity, democracy, civilization, and harmony.

Thirdly, emotional goals enhance students' sense of respect and self-esteem. By explaining the background information, symbolism, and meaning of the emblem, students can understand the essence of excellent traditional culture, spontaneously develop patriotic emotions and national pride, firmly establish national self-esteem and confidence, and internalize the construction of spiritual civilization into spiritual pursuit and externalize it into conscious action.

2. Teaching process

The leading-in part presents the picture of 2008 Summer Olympics emblem to students, making them to ponder over the meaning of the emblem, stimulate discussion and reflection, and lay the foundation for explaining the text.

When instructing, the teacher first explains the vocabulary related to emblem design and its meaning, intending to prepare sufficient vocabulary for understanding the background and meaning of emblem design in the passage. Students read words and expressions in turn, the teacher checks the pronunciation by asking them to read in turn, and then correct them and emphasize the difficult ones.

The main part of this period is the explanation of the text. Firstly, the design of "China Seal, Dancing Beijing" has been highly praised by the world, which demonstrates rich cultural heritage of Chinese nation. Chinese culture is an advanced culture that stands towering like a giant. Hosting the Olympic Games is not only a manifestation of international status, but also a result of the improvement of synthetic national power.

Beijing, the host city, embodies the passion and hospitality in the emblem design. As China with a population of 1.3 billion fulfills the commitment to International Olympic Committee and humanity, the nation combines ancient civilization and modern culture in the Olympic Games. China has undertaken its duty to represent its tolerance to various cultures as well as generosity.

The colors and pattern of the emblem reflects the inheritance and sublimation of the excellent traditional culture, which leads students to understand the essence and value of benevolence and harmony. Chinese seek common ground while reserving differences. From the cultural perspective, the teacher can educate and guide students to inherit the Chinese culture. China, with an inclusive and open attitude, welcomes Olympic athletes from all over the world, expressing China's invitation and acceptance to the world. Students can see China's tolerance for multiculturalism through the hosting of international events, which is also a manifestation of the wisdom of big power diplomacy. Students can independently summarize that the hosting of the Olympic Games is a good opportunity to spread Chinese culture. Only on the basis of improving synthetic national power and enhancing national soft power can we achieve national prosperity and peace.

The assignment part targets on the self-study of the emblem of the 2022 Beijing Winter Olympics, in the hope of explaining it to others in English. According to the structure of the passage, students study the connotation and meaning of the the emblem of the 2022 Beijing Winter Olympics. the assignment strengthens patriotism, arouses national self-esteem, and build students' confidence in the further development and prosperity of the Chinese nation. In the long run, students will behold a promising prospect of the individual, the people and the country.

IV. CONCLUSION

This case explores the combination of classroom teaching and current event, enabling students to understand the world, national circumstances, and conditions of people. In addition, it stimulates patriotism, and appeal to students to practice the core values of Chinese socialism on their own. the practice can complement and organically combine the three levels of socialist core values, so ideological and political education for students is not simply limited to a certain aspect.

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Research on the Construction of English Curriculum System in Vocational Colleges

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Abstract: the article takes the construction of the English curriculum system in vocational colleges as the research object, analyzes the current situation of the English teaching system in vocational colleges, and proposes construction strategies to promote the development of the English curriculum system in vocational colleges.

Keywords: Vocational College; English; Curriculum system

0 INTRODUCTION

In recent years, vocational colleges in China have carried out professional optimization and curriculum reform, creating core professional teams, and building professional clusters that are compatible with regional industrial chains. Vocational English, as an essential public basic course in vocational colleges, plays an important supporting role in the development of professional courses and is an indispensable language service module in the construction of professional groups.

1. CURRENT SITUATION OF ENGLISH CURRICULUM IN HIGHER VOCATIONAL EDUCATION

It plays an important role in the country's foreign trade, cultural exchange, and ideological dissemination. Therefore, vocational colleges need to continuously improve the construction of the English curriculum system, enhance the comprehensive professional abilities of vocational students, and demonstrate educational value, in order to better transport more comprehensive English talents for China's economic construction.

(1) Insufficient improvement in professional abilities

With the increasing opportunities for economic exchange among countries around the world, major universities need to provide a large number of high-quality English talents for the country. However, at present, many vocational colleges in China still prioritize theory over skills in the construction of the English major curriculum system, which makes it difficult for many vocational students to apply English knowledge to their corresponding positions after graduation, directly affecting the development of their professional abilities.

(2) the English curriculum system is not perfect

At present, the vocational English curriculum system has undergone reforms in teaching sequence, process,

methods, forms, and content, but there are still some problems in feedback, evaluation, and summary. During the teaching process, vocational English teachers only pay attention to the completion of the course, but neglect the learning effectiveness of students. This is directly related to the imperfect evaluation and feedback systems in the current teaching system. Teachers only use exams to explore and summarize, which is relatively one-sided and cannot find the weak points of students in the learning process, hindering the improvement of students' language expression and communication skills.

(3) the teaching mode of the course is relatively single. In recent years, many vocational colleges have attempted to innovate teaching models, but in the process of constructing the English curriculum system in vocational colleges in China, there are still many schools' English courses that are too single and lack interest, resulting in students being unable to enhance their enthusiasm for learning English courses. In traditional English curriculum teaching, due to the excessive emphasis on theory in the teaching content of teachers, students are unable to effectively apply theoretical knowledge to practice, which affects the improvement of their English professional ability.

2. STRATEGIES FOR CONSTRUCTING THE ENGLISH CURRICULUM SYSTEM IN VOCATIONAL COLLEGES

(1) Optimize the English teaching system

Based on the diversity of teaching content, teaching methods and methods, and teaching evaluation implementation, we aim to optimize the system of vocational English teaching, so that the implementation mode and curriculum design mode of vocational English teaching are more in line with students' English learning needs, social development needs for English talents, and students' future employment needs. With this as the starting point, we aim to promote the good implementation of the vocational English diversified curriculum system.

(2) Creating Diversified English Curriculum Evaluation Standards

When formulating evaluation standards for English courses in vocational colleges, teachers should fully consider students' comprehensive qualities, take into account their personalized needs, and teach students according to their aptitude. At the same time, the evaluation criteria should be suitable for students'

existing cognitive level and linked to vocational qualification certificates.

(3) Creating a multidisciplinary English course evaluation model

In the past, the evaluation of English courses in higher education institutions only involved teachers. However, establishing an English teaching outline evaluation model that involves multiple themes will end this situation and enable teachers and students to jointly conduct an English teaching outline evaluation. The dominant position of students in creating this evaluation model will be fully demonstrated, which will help students improve their attitude towards learning English. In terms of specific evaluation methods, teachers can organize group evaluations among students in class. Firstly, the teacher provides specific evaluation criteria, and then the students in the group evaluate each other based on the evaluation criteria provided by the teacher. During the process of mutual evaluation, students improve their English application ability. English teachers should systematically evaluate students' learning process through teaching evaluation, not only assessing their English proficiency, but also assessing their attitudes, innovative spirit, learning strategies, and emotional factors. Only by actively and effectively evaluating these abilities can English teachers ensure a comprehensive and objective evaluation of students' professional abilities.

(4) Creating diversified evaluation methods for English courses

Taylor once made the following judgment about educational evaluation activities: "Evaluation must include more than one type of evaluation at any time, because to understand whether there has been a change, evaluation must be made early, and then several evaluations must be made later, so that it is possible to determine the changes that have occurred." Based on Taylor's viewpoint, the author believes that in the diversified evaluation of English courses in sports vocational colleges, Teachers should combine dynamic and static evaluation, qualitative and quantitative evaluation, process and result evaluation, paper and pen analysis with actual evaluation, subjective and objective evaluation with testing and interviews. Discussions, comments, weekly explanations, questionnaires, group activities, and course materials can also be used to evaluate and monitor the performance and ability of the group, diversifying the evaluation methods. This will make the evaluation process more objective, fair, and scientific, as well as more inclusive and flexible.

3. CONCLUSION

Under the trend of continuously strengthening the integration of professional groups and regional industrial chains in vocational colleges, the teaching

reform of vocational English courses should be based on professional groups that are suitable for the regional industrial chain. Taking the construction of professional groups as an opportunity, the construction of vocational English courses should be promoted around the construction of professional groups, and the teaching content of vocational English courses and professional courses should be deeply integrated. Organize English teachers and professional course teachers on campus, and consult industry experts within the industry chain to jointly write vocational English school-based textbooks. The English language materials in the textbooks should be closely related to the relevant professional knowledge of different professional groups; Integrate English major and other professional teachers, optimize the professional group teacher team, and create a vocational English dual teacher team that not only understands English teaching but also has certain professional knowledge; Establish a joint evaluation system for vocational English course teaching by enterprise experts, professional course teachers, and English teachers within the industry chain, etc., in order to promote the reform of vocational English course teaching, improve the effectiveness of vocational English teaching, enhance the professional service and extension ability of vocational students, and meet the diverse needs of practical and skilled talents in different industries and positions in society.

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The Modern Transformation of Chinese Cinema's Discourse on "Kong qi" Theory and Ancient Aesthetics

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Abstract: Since the emergence of cinema in the West, Chinese-language cinema has demonstrated distinct characteristics of nationalism and localization during its evolutionary process, closely intertwined with ancient Chinese aesthetics. The core concepts of ancient aesthetics include "kong view" and "qi view", with the theory of "Kong" serving as a representative conduit through which ancient aesthetics have been transformed into a valuable resource for Chinese-language cinema theory. This transformation is evident in various aspects of Chinese-language filmmaking, including thematic content, camera movements, and scene composition.

Keywords: Chinese-language cinema; Theory of "Kong qi"; Ancient aesthetics; Modern transformation

To chart the path forward for the cultural enterprise in the new era, it is imperative to draw resources from indigenous literary and artistic theories. While cinema emerged and developed in the West, the artistic practices of Chinese-language cinema have displayed distinct features of nationalism and localization throughout its historical evolution. Correspondingly, research in aesthetic theory has often been in a "follow-up" mode. Therefore, it is essential to "construct a native aesthetic theory system for Chinese-language cinema" and ensure that "Chinese-language cinema's aesthetic theory, like other branches of aesthetics, possesses a complete and distinctive indigenous system"[1]. Exploring the localization of film aesthetics within the realm of modern transformation of ancient aesthetic theories not only rekindles the vitality of Chinese traditional culture but also provides valuable guidance for the artistic practices of Chinese-language cinema.

In ancient China, various forms of art, including poetry, prose, and painting, had well-established theoretical systems. These systems were centered around the pursuit of artistic transcendence represented by "Kong" and were fueled by the creative core embodied in "Qi". Chinese-language cinema inherently carries the genes of ancient culture, and Chinese filmmakers continuously explore and experiment with the infusion of ancient aesthetic concepts into Chinese-language cinema. Among these concepts, the theory of "Kong" has yielded the

most fruitful results and exerted the most extensive influence. It is closely related to the artistic practices of Chinese-language cinema and holds significant importance for the localization of Chinese-language cinema aesthetics.

"KONG" AND "QI" IN ANCIENT AESTHETICS

Ancient artistic theories in China originated from the experiences of ancient people in understanding the world. The ancient people's cosmology and simple empirical science constituted the source from which all aesthetic behaviors sprouted and developed. It was during the late Spring and Autumn period that a core theoretical concept centered around "Qi" began to take shape. This concept viewed "Qi" as the fundamental life force permeating all things in the world. Subsequently, aesthetic creation and appreciation started to emphasize "Qi" as a significant core element. In the Sui and Tang dynasties, Confucianism, Buddhism, and Taoism unified their perspectives on "Qi transformation," merging China's ancient aesthetic theory of "Qi transformation" with the Buddhist concept of "Kong." This fusion gradually formed an artistic theory centered around "Qi" and oriented toward the pursuit of "Kong."

1. The Ultimate Pursuit Of Artistic Practice: Kong

During the Wei and Jin periods, Daoist thought prevailed, and the focus of artistic aesthetics shifted from morality to charm. Aesthetic activities that emphasized the creative process itself and the essence of artistic works gradually gained prominence. Under the influence of Laozi and Zhuangzi's mysticism, the pursuit of "intention" and "aesthetic atmosphere" emerged as new ideals in artistic creation. In the Song Dynasty, the integration of Buddhist thought with Confucianism and Daoism, along with the infusion of Chan Buddhism, marked an unprecedented transformation in ancient artistic aesthetics. Concepts such as "the realm beyond forms" and "elegance and transcendence" replaced the utilitarian pursuits dominant in Confucianism, such as "governing the world" and "self-cultivation." The significant "aesthetic realm" theory in ancient Chinese aesthetics emerged on this foundation.

"Kong" represents the highest pursuit of the "aesthetic realm" theory in artistic practice, signifying

the ultimate aspiration in artistic forms, which is to detach from concrete entities and reach a spiritual realm. The primary connotations of "Kong" draw from both Daoist and Buddhist philosophies. Daoist thinkers like Laozi and Zhuangzi emphasized the role of "nothingness" and advocated concepts such as "the Dao follows its own course" and "Kong is the root." As per the Daoist perspective, "Kong" lies in transcending material forms and entering a higher spiritual state. Buddhism, on the other hand, regards the essence of the world and human life as "Kong," giving rise to the concept of "all phenomena are empty." As Chinese literary and artistic creation interacted with Buddhist culture, "Kong" became an artistic goal in ancient Chinese aesthetics.

Ouyang Xiu's assertion that "literary works must adhere to nature" implies that "nature" seeks to express the idea of leaving things untouched, simplicity leading to Kong. [2] Su Shi's statement, "To make poetry and language exquisite, one must not be content with the Kong and tranquility," emphasizes an artistic pursuit characterized by a serene and empty state, creating an aesthetic realm of "quietness quelling all bustling and Kong encompassing myriad scenes".

2. The Central Medium Of Aesthetic Activities: "Qi"

"Qi" is a significant concept in Chinese philosophy, formulated in ancient China based on the understanding of the laws governing the movement of the universe. It serves as a crucial basis for expressing and representing the objective world. "Qi" is considered the source of all things in heaven and earth, the core driving force behind the five elements, and an essential medium for blending perception, thought, and expression. The theory of "Qi transformation" began to influence aesthetic activities during the Spring and Autumn period. With the development of its theoretical content, it gradually enriched and shaped ancient Chinese aesthetic theories. "The interplay between heaven and humanity, the heart and objects, is inseparable from 'Qi transformation.' Aesthetics, creative processes, and appreciation all rely on 'Qi transformation.' This is one of the most fundamental conditions and characteristics of Chinese aesthetic understanding, rooted in antiquity, nurtured during the Spring and Autumn period, developed during the Wei and Jin dynasties, and expanded and enriched during the Ming and Qing dynasties". [3] The theory of "Qi" runs through the entirety of ancient Chinese aesthetic theory and plays a crucial guiding role in literary and artistic practices.

In ancient philosophical systems, "Qi" holds a significant position as the fundamental origin of dynamic force. Laozi proposed that "All things carry yin and embrace yang, and through the blending of Qi, harmony is achieved." Zhuangzi mentioned, "Heaven and earth and I were produced together, and

all things and I are one." Both of these statements treat "Qi" as the source of vitality and life force. Yanzi pointed out the "rooting in the Qi of heaven and earth" and introduced the concept of "sound is like flavor, one Qi" into aesthetic activities, using it as a criterion for judging music. Since the Wei and Jin periods, charm and grace became new aesthetic focal points, and "Qi" became the medium that harmonized "objects" and the "self." The fullness of "Qi" gives a work vivacity and a sense of "divine charm," establishing a close connection with the concept of "aesthetic realm," thus becoming a core concept in aesthetic activities. Cao Pi was among the first to propose "literature emphasizes Qi," and Liu Xie, in his *Wenxin Diaolong* advocated "divine thought," considering "literary Qi" as the source of creative energy, firmly introducing the concept of "Qi" into the field of aesthetic arts. Subsequently, Liu Zongyuan's literary evaluation criteria of "profound, clear, smooth, controlled, pure, and weighty," Su Zhe's statement "Literature is that which takes form through Qi," Ye Xie's "The coherent one is called Qi" and Yao Nai's "there is Qi to fill it, and then the text appears; although a hundred generations may pass, it is as if the person is speaking right here, without Qi, the characters accumulate and remain stagnant" all provided in-depth analyses and enriched interpretations of the concept of "Qi." The concept of "Qi" "transforms the universe's life into self-life, emphasizing the unity of natural life and spiritual life, constituting the spiritual essence of ancient Chinese culture and giving birth to the life essence of ancient Chinese aesthetics." [4]

"Qi" as a spiritual medium needs to be externalized through "image", meaning the combination of inner thoughts and external appearances. This process evolved from Laozi's concepts of "Dao," "Qi," and "image", continuing until Wang Changling introduced the concept of "realm" by merging the two [5]. In the process of combining "Qi" and "Xiang" (image) to reach a "realm", there is a greater emphasis on "Kong", which means looking beyond the appearances, speaking of "Kong" in the midst of reality, and addressing the intangible through the tangible. Tang poet Sun Guoting's statement "the marvelous of nature cannot be achieved through physical effort," Five Dynasties painter Jing Hao's statement "measure the appearance of objects and seek their truth" and Song Dynasty poet Huang Tingjian's assertion that "marvelous in appearance, seemingly without anything to appreciate" all emphasize that in art, one should grasp the innermost truth of things and create a realm by blending "Qi" with subjective thoughts and objective objects. In artistic practice, the ultimate goal is to achieve the creation of a "realm" where "calligraphy and painting should be viewed for their charm."

THE MODERN EMERGENCE OF "KONG QI" THEORY IN CHINESE CINEMA

With the introduction of Western cinema art to China, Chinese filmmakers developed the Chinese film industry by incorporating Western film theories and techniques. During the process of building national confidence and promoting Chinese traditions, Chinese filmmakers put forward and practiced numerous indigenous film theories. Among them, the "Kong qi" theory has continuously evolved and enriched through several generations of filmmakers and scholars, contributing significantly to the construction of unique aesthetic qualities in Chinese cinema.

1. The Indigenous Transformation of Western Film Techniques

Film theory originated in the West, with Western and Soviet film schools laying the initial groundwork for the early development of Chinese cinema aesthetics. In the 1930s, the trend of localizing film theories emerged. Filmmakers like Xia Yan, Mu Shiyong, and Zheng Boqi proposed many new insights based on existing film production. Among them, Liu Na'ou translated multiple works of Soviet montage theory and German film theorists, and on the basis of borrowing and absorption, he put forward localized film theories. "Liu Na'ou, in the early 1930s, initially proposed a relatively complete film theory framework, including film ontology, film art theory, and film criticism. "[6] He emphasized the importance of film shots and camera movements, believing that through montage, the images could compose a "living film," and montage was the creativity of the "reality of the film," which also reflected the relationship between film and reality. [7] This emphasis on the form and techniques of filmmaking made the creation and criticism of Chinese cinema more localized in nature.

In the development of Chinese cinema, its national identity has become increasingly prominent. Filmmakers have inherited traditional cultural elements from Chinese classical aesthetics and have undertaken the localization of film theories, guidance, and shooting techniques. They have internalized the spirit and methods of Chinese classical aesthetics as conscious and unconscious motives in directing and have infused these efforts into aspects such as subject selection, narrative structure, camera movement, and scene composition.

From early Chinese filmmakers like Zheng Zhengqiu and Fei Mu to contemporary directors like Zhang Yimou and Chen Kaige, all have engaged in innovative transformations of Chinese cinema while building upon and absorbing ancient artistic theories. In terms of content, Chinese cinema places a strong emphasis on portraying destinies, fostering emotional connections, and combining "Yi" (meaning) with "Xiang" (image). It aims to express emotions and imbue spiritual strength through filmmaking. Regarding camera movements, Chinese cinema, in pursuit of achieving the "artistic conception" inspired

by ancient aesthetics, has transitioned from a focus on realism to an emphasis on impressionism. " By using changes in scenery and dynamic camera shots, it achieves rich expressive effects. the extensive use of empty frames in Chinese cinema serves to externalize emotions and enhance the atmosphere, fulfilling the aesthetic function of "every scenic frame conveying emotions. " [8] In terms of scene composition, Chinese cinema draws inspiration from traditional Chinese painting's spatial management and employs existing cultural imagery to achieve expressive visual styles. This approach creates an aesthetic paradigm reminiscent of traditional Chinese painting.

2. Theoretical Integration of National Aesthetics

The aesthetic pursuit of "realm" is a concept that bridges ancient and modern Chinese literary and artistic theories. Liang Qichao considered beauty as "the foremost element of human life," and "realm" is created by the mind; thus, "realm" lies in the creative act and the act of appreciation by individuals. Wang Guowei went further, stating that "In poetry, realm is the highest", and "Realm is not solely the physical scenery". He believed that it is the combination of "real scenery and real emotions" that creates the realm. the pursuit of "realm" has deeply influenced ancient literary and artistic creation and remains the highest goal to which subsequent generations constantly refer and aspire in their artistic endeavors. For the art form of film, which was introduced from abroad, Chinese filmmakers have sought points of convergence between film as a medium and native culture within the context of ancient aesthetics, thus promoting the localization of Chinese-language cinema. the inherent nature of the concept of "Chinese-language cinema" inherently dictates its adherence to traditional aesthetics, [9] and the incorporation and fusion of ancient aesthetic theories underscore the cultural value of Chinese-language cinema and its theories within the context of national culture.

In 1926, Zheng Zhengqiu first introduced the concept of "Kong qi" in the context of filmmaking, naming the extrinsic elements of film creation as "Kong qi." His notion of "Kong qi" is closely related to concepts like "atmosphere" and "ambiance". Consequently, the film critique community incorporated concepts such as "rhythm" "realm", and "emotions" from traditional aesthetics into the evaluation system of Chinese-language cinema. For instance, in an article titled "A Review of *Lost Lamb*" published in "Da Wan Bao Weekly Film Forum" on August 16, 1936, Wu Tian pointed out that despite the seeming incongruity between the "melody of music" and the "melody of drama," the film's "tragic atmosphere" was "harmonious." Fei Mu further enriched and expanded the connotations of "Kong qi" in the context of the nationalization of Chinese-language cinema. In his

essay *Discussion on Style*, Fei Mu proposed that "Chinese cinema can only express its own national style" [10] emphasizing the need to inherit traditions while considering the practical development of China. When addressing the issue of how to adapt traditional Chinese theater to film, Fei Mu, recognizing the close connection between Chinese theatrical arts and literature and painting, showed a keen interest in the artistic pursuits of ancient Chinese aesthetics. He made it clear that this was "not just a technical issue but a matter of artistic creation". He highlighted the contradiction between the realism of filmmaking and the expressiveness of traditional art, emphasizing the need to inherit the expressiveness of Chinese artistic creation, presenting the characteristic of ancient art where the real and the virtual coexist. At the same time, he proposed a way to create "Kong qi" in film by connecting the camera, the subject of photography, the film's environment, and sound, thereby combining the "Kong qi" theory with the practice of Chinese filmmaking. [11] Through Fei Mu's successes in films like *Night in the City*, the *Sea of Fragrant Snow* and *Spring in a Small Town*, "Kong qi" as an aesthetic viewpoint gradually became an implicit consensus in Chinese-language cinema's practice.

In the 1940s and 1950s, Hong Kong cinema forged a unique aesthetic style for Chinese-language cinema, and in the modern era, mainland Chinese cinema has exhibited "Chinese characteristics." Both these artistic practices have consistently remained rooted in the concept of "Kong qi". In recent years, as the construction of a Chinese-style film aesthetics has gained momentum in academia, scholars like Chen Xihe and Li Daoxin have started to explore and provide in-depth interpretations of its theoretical connections with ancient Chinese aesthetics.

Among them, Li Daoxin has used traditional Chinese ideas related to "Kong" and classical theories of "Qi" in literature and art to explain the concept of "Kong qi". He has elucidated the Western aesthetic background of "Kong qi" and re-emphasized the significant role of "Kong qi" in the development of Chinese-language cinema.

THE "KONG QI" THEORY AND ITS PRACTICAL APPLICATION IN CHINESE-LANGUAGE CINEMA

From the century-long development history of Chinese-language cinema, we can see that the characteristics of national aesthetics have continuously integrated into this imported art form, leading to the emergence of a unique aesthetic style with Chinese characteristics in Chinese-language cinema. the shaping of traditional aesthetic styles has always been the guiding direction for Chinese filmmakers. the profound and rich theories of ancient aesthetics serve as a pivot for Chinese cinema to break free from Western thinking and construct a genuine local cinematic aesthetic system. the "Kong qi" theory, as a dynamic system that encompasses

numerous aesthetic concepts, has always occupied a central position in the field of constructing the aesthetic style of Chinese-language cinema. It exerts a profound influence on various aspects of Chinese-language cinema's creative process and guides the macro direction of integrating ancient aesthetic theories. This influence is particularly evident in the emphasis on concepts such as "Qi", "Jing" (realm) and "Xiang" (image) in different aspects of film creation.

1. Creating an atmosphere through set design to establish a specific ambiance

Liu Daochun, when evaluating Fan Kuan's paintings, remarked, "Genuine rocks and old trees thrive under the brush. Seeking their atmosphere, it emanates from the surface of objects, yet without extravagant embellishments." [12] In traditional visual aesthetics, there is a close connection between depicted scenery and the atmosphere of an artwork. In the context of filmmaking, integrating elements and symbols with symbolic meanings into set design can directly influence the "atmosphere" of the film. In Chinese-language cinema, directors use symbolic forms to construct the "atmosphere" of the film, creating a set that imbues a particular ambiance.

Fei Mu believed that using an indirect approach could also emphasize the "Kong qi." This indirect approach involves utilizing the surrounding elements to accentuate the main theme. [13] In the context of filmmaking, the surrounding elements refer to the natural scenery, still objects, lighting, and other visual components within the film frames. These elements influence the film's "Kong qi" or atmosphere, much like the interplay between "meaning" and "representation" in classical poetry, shaping the "unspoken meaning" or "unrepresented essence" within the cinematic world.

In "Spring in a Small Town," the arrangement of still objects interacts with the film's atmosphere, providing insights into the characters' inner worlds and influencing the audience's interpretation of the film. the film uses various visual cues effectively: the dilapidated garden, filled with broken walls and ruins, symbolizes the protagonist's desolation and helplessness. Dai Liyan comments, "My body feels as if it can't be fixed, just like this house," implying that it's not just his body but also the inner world of the people living there that is deteriorating—a manifestation of the external. In the scene where the characters row a boat, their faces are intercut with ripples on the lake's surface, hinting at emotional turbulence. the changing indoor lighting suggests the protagonist's moral and emotional struggles.

The film *Crouching Tiger, Hidden Dragon* directed by Ang Lee, prominently reflects his inheritance of the traditional "Kong qi" concept. the use of ancient cultural symbols such as the bamboo forest teahouse and grand mansions, along with the natural landscapes of Jiangnan water towns and misty

surroundings, creates a hazy classical ambiance within the film. Ang Lee employs the bamboo forest to convey the characters' emotional states, with the dappled bamboo shadows and swaying in the wind disrupting the "Kong qi." Li Mu Bai and Yu Jiao Long's inner turmoil is reflected in this setting. The ethereal and obstructive nature of the bamboo forest impedes the extension of the "Kong qi," creating a sense of ambiguity. In the film "Raise the Red Lantern," the old and eerie Chen family mansion, towering courtyard walls, and dim red lanterns diffuse the closed, obscure, and melancholic "Kong qi" throughout the film. In "Riding Alone for Thousands of Miles," the lush grassy environment of the small island and the secluded little cottage convey a tranquil and leisurely atmosphere. These examples illustrate how Ang Lee uses various visual and environmental elements to create specific atmospheres that align with the concept of "Kong qi" in traditional aesthetics.

2. Dynamic "Qi" and Rhythm

Since Xie He's "Six Principles" were first introduced in the *Classified Record of Paintings*, the first principle, "Vitality of Qi and Rhythm" has held a significant position in ancient Chinese painting theory, regarded as the "core category of Chinese aesthetics." [14] By manipulating film editing and changes in scenery, filmmakers infuse the film with a dynamic rhythm. This is primarily achieved by introducing specific natural scenes through wide-angle shots, grounding the "Qi" within the landscape painting style, giving the film a traditional, flowing, and flexible style.

In *Empty Mountain, Spirit Rain*, director Hu JinQian used a cinematic technique reminiscent of traditional Chinese landscape painting to create a poetic and ethereal cinematic "Kong qi." This approach was employed to craft a subtle and misty atmosphere with a touch of chivalry, which forms the backdrop for the film. The movie features an extended scene lasting nearly ten minutes, during which the audience follows the characters as they traverse through landscapes of rivers, mountains, and forests. This sequence gradually transitions from sweeping natural vistas, including sun-dappled woods and cascading waterfalls, to an intimate temple setting where the story unfolds. The characters are not the central focus in these shots; instead, the vast and serene natural scenery dominates the frame. This technique utilizes the grandeur of nature to create a tranquil and subdued ambiance, telling the story through mood and atmosphere, complementing the film's minimalist narrative style, and achieving an effect where words seem to end while meaning remains boundless.

In *King of the Children*, director Chen Kaige employed numerous long shots with smooth camera movements to showcase the ethereal and mysterious landscapes of deep mountains and ancient forests. By incorporating the vitality of natural landscapes, the

film immerses itself in a vast and desolate "Kong qi." The failed redemption of Lao Gan and the uncertain future of the children highlight the contradictions of the era. Despite the prominent narrative conflicts and political themes, these conflicts are concealed within the natural surroundings. The film's unified atmospheric quality reconciles these contradictions and gives rise to philosophical contemplation and poetic ambiance.

3. Depicting reality through the use of the abstract

The artistic technique of "realism with fiction" in Chinese cinema, also known as "depicting reality through the use of the abstract," is a practical application of the "Kong qi" theory of empty-view aesthetics. In terms of cinematography, it involves using empty frames or large scenic views, inserting plotless natural landscapes into the story, and intensifying the concentration of "Qi" that aligns with the film's theme. Through an aesthetic experience of "want to speak but will not rest," it allows the audience to immerse themselves in the predetermined atmosphere, exchange cultural memories through empty frames, and fill the film's "Qi" with emotional resonance, ultimately achieving the artistic effect of creating a unique world within the film.

In the film *City of Sadness*, directed by Wu Yigong, the use of empty frames is employed to convey meaning. The opening shot includes scenes of mist-covered mountains, an endless Great Wall, and the iconic Red Maple Stone Bridge. These empty frames showcase the protagonist's deep emotional connection to his childhood homeland, creating a nostalgic atmosphere in which the story unfolds. The film captures the boundless nostalgia for a northern small town and the innocent years gone by. In Zhang Yimou's film *Red Sorghum*, he utilizes backlit shots to capture the lush sorghum fields swaying in the wind, emphasizing the tenacious vitality of life in the yellow earth. The film *Yellow Earth* begins with a depiction of the natural landscapes of the Loess Plateau, with its rugged terrain and vast stretches of yellow earth. This conveys an emotional attitude characterized by a sense of time and weightiness, coexisting with grandeur and concerns. It sets the tone for the narrative, portraying the stubbornness and mystery of rural life in northern Shaanxi.

The concept of "Kong qi" in Chinese cinema is deeply rooted in the vast and profound theories of ancient Chinese aesthetics. Throughout the long exploration of indigenous aesthetic styles in Chinese cinema, many classic works have manifested the dynamic system of "Qi" and the artistic goal of "Kong." It can be said that the "Kong qi" theory has become an implicit aesthetic characteristic within Chinese cinema.

In the current era, within a diverse cultural landscape, the exploration of Chinese cinema's indigenous cultural memory is an important path to strengthen cultural identity and enhance cultural confidence for

the Chinese nation. As a representative of the modern transformation of ancient aesthetics, the "Kong qi" theory provides valuable insights for the construction of an indigenous aesthetic theory in Chinese cinema.

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Research on Innovative Paths for College Student Management in the Era of Big Data

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Abstract: The Internet, mobile communications and other related technical means are widely popularized in colleges and universities, and a lot of data and information are showing explosive growth. The education management of college students is facing new challenges and opportunities. In order to comply with this development trend, major universities in my country must make bold innovations in the way they work on student education and management, and on this basis, scientifically guide students to develop good Internet thinking, build consensus as much as possible, and achieve comprehensive management. Based on this background, we now conduct an in-depth discussion on the innovative path of this work. **Keywords:** Big data era; University management; Student management

1 INTRODUCTIONS

At this stage, college students' needs for campus management have changed. Major universities need to take advantage of the Internet to reform and innovate management ideas, achieve expected management goals, conduct in-depth research on the characteristics of previous management methods, and maximize the integration of student management work and information. The integration of various methods will create favorable conditions for this work to proceed smoothly. This article focuses on the innovative path of education management for college students in the era of big data. The author puts forward relevant insights based on his own experience.

2 NEW CHALLENGES FACED BY COLLEGE STUDENT EDUCATION MANAGEMENT IN THE ERA OF BIG DATA

2.1 INFORMATION PROCESSING IS MORE DIFFICULT UNDER MASSIVE DATA

In an environment with full network coverage, a series of big data information such as audio and pictures generated by college students during regular communication will gradually form big data with complex information. Analysis of this big data information shows that this information fully displays the thoughts, emotions and behavioral dynamics of college students. At this time, relevant managers must conduct in-depth exploration of potentially valuable resources as soon as possible.

To this end, Point out the direction for the smooth implementation of this work.

2.2 INFORMATION SECURITY THREATS ARE MORE PROMINENT IN THE NETWORK ENVIRONMENT

As we all know, college students do not have a strong sense of self-protection when browsing information online, so colleges and universities have become the hardest hit areas for big data leaks. How to effectively protect various information is a major issue that relevant managers need to consider. [1]

2.3 INSUFFICIENT PROFESSIONAL TEACHERS

Combined with relevant practical surveys, it can be seen that student education management teachers basically rely on routine life and learning management, do not have strong big data thinking, and cannot fully understand students' ideological trends and behavioral trends, resulting in lags in student education management work. gender, unable to implement specialized education into actual work.

3 INNOVATIVE PATHS FOR COLLEGE STUDENT MANAGEMENT IN THE ERA OF BIG DATA

3.1 INNOVATIVE EDUCATION MANAGEMENT CONCEPTS

In order to fully ensure the smooth development of student management work, it is necessary to ensure that it is integrated with students' personal needs, pay attention to their individual differences, and carry out corresponding innovative work based on fully combining students' psychological characteristics. An analysis of student education management shows that innovative concepts and innovative models should be used to guide students to establish a correct world outlook, outlook on life, and values, and promote the overall improvement of their moral quality. At the same time, we should find ways to give full play to the main role of college students and improve their comprehensive abilities. Under normal circumstances, the student education management model should be as diversified as possible. On this basis, with the help of the superiority of big data, scientific control of students' learning and living conditions can be

achieved through in-depth exploration of students' behavior, so that college students can devote themselves wholeheartedly to it., transitioning from teacher-centered to college student-centered. Objectively speaking, by matching regular student education with extracurricular educational activities, students will naturally participate in educational activities, thereby improving teachers' teaching standards. With the help of practical education models, we should give full play to the main role of students, ensure the integration of classroom education and online education, improve the comprehensive quality of college students, and enable the goal of student management to be successfully achieved.

3.2 INNOVATION IN STUDENT MANAGEMENT WORK MODEL

In the era of big data, student management needs to innovate the management model, so as to best meet the actual needs of college students for management. From the perspective of major universities, targeted measures should be taken to build management platforms, and on this basis, management levels should be improved through relevant platforms, full use of Internet technology means should be taken, and high-quality resources should be actively disseminated, thereby promoting the comprehensive utilization of network platforms promote. An analysis of the Internet platform shows that the platform can promote the efficient dissemination of information, provide students with matching services through various network media, and promote the healthy physical and mental development of students. From an objective point of view, this platform can strengthen communication between teachers and students, so that the originally tense teacher-student relationship can be effectively relieved. Teachers help students use this platform to explore corresponding information content, thereby promoting the overall improvement of management quality. In addition, colleges and universities also need to achieve flat development of organizations. In the past management, organizations needed to be cumbersome matched, with department management as the core, and no attention was paid to student management. Based on this situation, colleges and universities use the Internet to integrate each department, thereby smoothly forming a matching management form, thereby promoting the overall improvement of management level.

3.3 STRENGTHEN THE CONSTRUCTION OF STUDENT EDUCATION MANAGEMENT TEAM

The era of big data is coming. If relevant managers want to keep up with the times, they must have the professional level to match it, so as to ensure the smooth progress of this work. the following

training work should be carried out regularly or irregularly: first, counselors' mental health knowledge, second, big data analysis, and third, promoting the professionalization of the counselor team. Improve the overall level of the team and increase training for new teachers to ensure that they have solid professional capabilities. At the same time, their overall level will be improved through study abroad and other methods. From the perspective of colleges and universities, reasonable methods should be used to create a matching working environment for the management team, such as adopting effective incentive mechanisms and increasing the salary and remuneration of the team, so that various existing problems can be solved. Dispose of it properly. Appropriate optimization of various rules and regulations and assessment and evaluation mechanisms will further strengthen the team's sense of responsibility.

3.4 INNOVATION IN STUDENT MANAGEMENT METHODS

From the perspective of colleges and universities, in order to improve the quality of student management, bold innovations in management work models should be carried out. Only in this way can we keep pace with the times. In the process of carrying out management work, students' ideological concepts should be regarded as the core content, and the work mode should be adjusted at all times on this basis to provide due guarantee for the orderly conduct of this work. As far as managers are concerned, they should change their management concepts as soon as possible, look at this work from a new perspective, actively explore management methods that better meet the needs of students, and make full use of various network technologies to promote the improvement of management work. Comprehensive development ensures the improvement of the management level of all managers. Colleges and universities should take targeted measures to fully ensure the unity of systems and management talents, and on this basis, remind relevant managers to implement their work in place, ensure that managers correct their work attitudes, and patiently and responsibly provide guidance for the development of students. direction. At the same time, colleges and universities should build practical training mechanisms to provide relevant skills training to relevant managers at designated times to help them master software and network knowledge. [2]

With the advent of the big data era, student management work in major universities is facing new challenges and opportunities. Implementing the management of college students into actual work has positive significance for improving the management level of colleges and universities and accelerating the development of colleges and

universities. This article combines the problems encountered in student management work in colleges and universities and proposes several innovation paths. the first is the innovation of student management work concepts, the second is the innovation of student management work models, and the third is the innovation of student management work methods to provide a smooth progress for similar work. A valuable reference.

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Research on SWOT Analysis of Cross-Border E-Commerce in China Against the Backdrop of Big Data

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Abstract: In recent years, cross-border e-commerce has developed rapidly worldwide, serving as a new model and driving new impetus for foreign trade development. Based on the gradual increase in exports of the cross-border e-commerce industry, the increase in the number of users and the diversification of payment methods, the SWOT analysis is used to analyze the advantages of the changing consumption of the population and the service system supported by the state. It also highlights the disadvantages that exist in freight transportation and logistics operations, and provides corresponding strategy suggestions for China's cross-border e-commerce export trade.

Keywords: Cross-Border E-Commerce; SWOT; Export Trade

1. INTRODUCTION

Digital technologies such as big data, cloud computing, the Internet of Things and artificial intelligence have begun to penetrate into many fields such as finance, tourism and education, etc., which not only affects the development of various social industries and people's lives, but also has a positive effect on the national economy. Under the background of "Internet +" "Big Data", cross-border e-commerce was born. As an international business activity, cross-border e-commerce creates an open, convenient and efficient trading environment with far-reaching development prospects. This paper is based on the SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of cross-border e-commerce in the context of "Big Data" and proposes corresponding countermeasures to promote cross-border e-commerce in China.

2. SWOT ANALYSIS OF CROSS-BORDER E-COMMERCE IN CHINA IN THE CONTEXT OF BIG DATA

2.1 Strength

2.1.1 China's population base has a great advantage, and the post-95 age group has become the main purchasing power. In 1999, in the era of Ali Yellow Pages, Chinese exporters and product manufacturers connected with overseas companies via the Internet. At that time, online shopping was still a rarity in China. But over time, the post-95 young generation

has entered the society, followed the brand trend and loved to try new things. As a result, the post-95s have become the new force in cross-border e-commerce consumption.

2.1.2 The reform of China's economic system focuses on sound government and market management. the state has introduced a series of policy documents on cross-border e-commerce to promote entrepreneurship and attract talents for economic development. the state has issued laws and regulations on Internet information services, Internet enterprise management and other relevant laws and regulations, so that each enterprise can refer to the policy for standardized development, providing sufficient development space for the cross-border e-commerce platform.

2.1.3 The development of logistics is rapid. By the end of 2020, the national railway operation mileage is 146, 000 kilometers and the high-speed railway operation mileage is 37, 900 kilometers, ranking first in the world. With the opening of the road and the increasing number of airplanes, the goods can reach any desired place and port, so that foreign customers can receive the goods in time.

2.2 Weakness

2.2.1 Fundamental product problems hinder the development of cross-border e-commerce. More and more cross-border e-commerce platforms are now increasing the value of the company through branding. the traded goods represent the best local product quality, the quality of the product is extremely important, such as food processing, the production process is extremely hard. Only when the product quality is tough, cross-border e-commerce can continue to develop.

2.2.2 Transaction security and credit guarantee are lacking. From the data of previous transactions, the creditworthiness of the enterprise can be inferred. the development of a credit system is the focus of the development of cross-border e-commerce. Transparency of transaction data is important. Although China's B2B cross-border e-commerce platforms developed relatively early, there was no credit system at the beginning of the establishment period, so cross-border e-commerce platforms has

developed slowly.

2.3 Opportunities

2.3.1 With the improvement of China's international status and influence, the development opportunities of the cross-border e-commerce industry also follow. China has signed cooperation agreements with many countries, and countries maintain friendly exchanges with China. With the increasing number of trade transactions, foreign countries are increasingly recognizing China's trade in goods. In the transactions, China has become acquainted with more trading partners, forming a mutually beneficial and win-win transaction pattern that will lift the cross-border e-commerce industry to a higher level.

2.3.2 China is now the second largest economy in the world. National consumption has been upgraded and demand has changed accordingly. the demand for personalized goods is high, but the demand for high-quality foreign products is also increasing. Many people are following mainstream purchasing, and the demand for imports has also increased due to purchasing power.

2.4 Threat

2.4.1 The trade disputes between China and the United States has caused incalculable losses to companies on both sides. Over time, the enterprises on both sides have already worked out a transaction agreement suitable for both sides, namely standardization. However, the trade disputes between China and the United States has destroyed this standardization, broken the long-term friendly exchange, and driven many enterprises to ruin unchecked. Through many years of cooperation, cross-border e-commerce has gained a lot of credibility and experience and reached a relatively stable state. However, the trade disputes between China and the US have greatly hindered the development of cross-border e-commerce enterprises between the two countries. the economic recovery after the epidemic will also be delayed.

2.4.2 The booming development of the Internet has led to e-commerce platforms going overseas.

Consumers can buy many products through cross-border e-commerce at home and abroad. Faced with the relative information openness of the net, the traditional business model of trade is blocked, and traditional trading methods need to adapt to the new market. Domestic logistics is relatively well developed, but foreign logistics routes are fewer, so the cycle of the entire supply chain is getting longer. Therefore, the cycle of cash to the hands of enterprises is also increasing, and the restricted cash flow has brought great difficulties to enterprises.

3. CONCLUSION

The SWOT analysis of cross-border e-commerce in the context of "big data" has many outcomes, including the advantages of consumer power and government policy support, the disadvantages of product quality, transaction security and credit problems, the opportunities of China's increasing international influence and the upgrading of Chinese consumption, and the threats of China-US trade friction and the difficulties of traditional trade reform. Therefore, the integrity of cross-border e-commerce, cross-border e-commerce infrastructure and cross-border e-commerce tax policies can be gradually improved to promote the sustainable development of cross-border e-commerce.

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The Evolution and Insights of Community Work in Taiwan

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Abstract: This article delineates the developmental trajectory of community work in Taiwan, highlighting the common characteristics evident in different community policies within the region. It delves into the actual state of community participation in Taiwanese community work, uncovering a trend of elitism/professionalism with insufficient public involvement, resulting in a lack of community autonomy. Based on these findings, the paper offers contemplations for the governance of urban and rural communities in Mainland China.

Keywords: Community Work, Community Participation, Community Governance

1. INTRODUCTION

Since the Ministry of Civil Affairs first introduced the concept of "community" in 1986, the community has become a practical space for the implementation of major policies by the party and government, closely related to the vital interests of residents and the harmony and stability of society[1-2]. Through the advocacy, promotion, and implementation of various policies such as community service, community construction, and community governance, the development of communities in Mainland China has achieved a series of results. To a certain extent, it has overcome the disadvantages of the "unit system," yet many difficulties and challenges remain, especially in the new era, as communities face new developmental missions[3-4]. In contrast, influenced by the United Nations, Taiwan started promoting community work as early as the 1960s. It has experienced three different waves of community policies, including "community development and welfare community-ization" led by social affairs departments, "community building" managed by cultural departments, and "rural regeneration" driven by agricultural policy departments. Over more than half a century of practice, Taiwan has formed a successful case of "Sinicization" of Western community governance experiences (Wu Xiaolin, 2015). Although the so-called spontaneous, autonomous, and organized community development is not yet fully prevalent in Taiwan, it is by no means rare and has become relatively common (Li Yijun, 2011). Therefore, this paper summarizes and sorts out the developmental history of community work in Taiwan,

analyzes its characteristics and ongoing challenges, and further explores its implications for the development of communities in Mainland China [5-7].

2. THE HISTORICAL EVOLUTION OF COMMUNITY WORK IN TAIWAN

The earliest form of community work in Taiwan can be traced back to the "Neighborhood Preservation Projects" during the Japanese colonial era. Influenced by the United Nations in the 1960s, Taiwanese authorities implemented social development policies, marking the beginning of modern history of community work in the region. To date, this development has roughly undergone three significant waves of community policies, driven by three different governmental departments. These include the "Community Development and Welfare Community-ization" led by the social affairs department, "Community Building" initiated by the cultural department, and "Rural Regeneration" promoted by the agricultural policy department[8-9].

2.1. Community Development and Welfare Community-ization Led by Social Affairs Department

The genesis of community work in Taiwan dates back to the "Neighborhood Preservation Projects" during the Japanese colonial period. Influenced by the United Nations in the 1960s, Taiwan began implementing social development policies, marking the onset of modern community work. Since then, Taiwanese community work has progressed through three main stages, each driven by different governmental departments: the "Community Development and Welfare Community-ization" by the social affairs department, "Community Building" by the cultural department, and "Rural Regeneration" by the agricultural policy department[10-12].

(1) Community Development and Welfare Community-ization Under the Social Affairs Department: In its early phase (1950s-70s), the focus was on grassroots livelihood construction, emphasizing the comprehensive development of production, education, health, and social welfare. Between the 1960s and 1970s, the emphasis was on basic infrastructure construction, shifting towards welfare-oriented production in the 1980s, and focusing on spiritual and ethical construction in the

1990s. From the 1980s to the 1990s, community development gradually transitioned towards welfare community-ization, emphasizing civilian participation and focusing on the care of vulnerable groups within the community, progressively achieving community autonomy [13-14].

(2) Towards a United Community Model: Starting in 2005, the Ministry of the Interior began promoting the "Welfare Community Flagship Competitive Project," which established inter-community partnerships and support networks through a "mother hen leading chicks" approach, sharing resources, enhancing community capabilities, and meeting diverse welfare needs. This model emphasizes mutual learning and cooperation between communities, fostering community self-empowerment [15-16].

In summary, community work in Taiwan has evolved from early government-led initiatives to increasing civilian participation and community autonomy, encompassing comprehensive development from infrastructure to cultural and spiritual aspects. Different stages of community work have had varying focuses and mechanisms, reflecting the diversification and deepening of community development [17-19].

2.2 Community Building Managed by the Cultural Department

In the late 1980s, as Taiwan entered the post-industrialization and urbanization phase, the public began to seek a higher quality of spiritual life. By the mid-1990s, community building had emerged in Taiwan as a mainstream approach to community work. The cultural department (Council for Cultural Affairs) initiated community building from 1994, implementing several policies such as the "Comprehensive Community Building Plan," the "New Hometown Community Building Plan," and the "Healthy Community Six-Star Plan."

(1)Initiation Phase of Community Building (1993-2000): Following the lifting of martial law, democratic consciousness grew. President Lee Teng-hui proposed the concept of a "Community of Life," emphasizing community awareness and local narratives. The "Comprehensive Community Building" plan by the Council for Cultural Affairs aimed to achieve holistic development in community culture, living environment, and regional industries through active participation by community residents.

(2)Expansion and Integration Phase of Community Building (2000-2008): Community building garnered widespread response, with multiple departments launching related plans. In 2000, the "Comprehensive Community Building Promotion Coordination Committee" was established, elevating community building to the Executive Yuan level and integrating services across departments. The "New Hometown Community Building Plan" and the "Healthy Community Six-Star Plan" emphasized community

autonomy and the cultivation of community building talents.

(3)Deepening of Comprehensive Community Building (2008-present): The Council for Cultural Affairs introduced the "Rock Solid Action Plan - New Hometown Community Building Phase II," centering on "Local Cultural Life Circles," emphasizing connections and cooperation between communities to improve quality of life.

Overall, the aim of community building is to address social changes, the imbalance in urban-rural development, and the need to nurture grassroots social forces. Its scope has expanded from cultural aspects to comprehensive and diverse dimensions, with the promotion level elevating from a single department to central coordination and inter-departmental collaboration. In terms of operation, the focus is on resident participation and autonomous identification of needs. The government emphasizes community empowerment through talent development and expert guidance, assisting in enhancing community capacities and ensuring autonomy.

2.3. The Rural Regeneration Program Conducted by the Agricultural Policy Department

The Rural Regeneration Program in Taiwan was initiated in 2008 during Ma Ying-jeou's administration as part of the "Love Taiwan 12 Construction Projects." This program was designed to respond to the long-standing imbalance caused by the concentration of resources and population in urban areas. Through the enactment of the "Rural Regeneration Act" and the allocation of 150 billion New Taiwan Dollars for the Rural Regeneration Fund, it systematically promotes the overall regeneration and development of rural areas. The program's goal is to create a "vibrant, healthy, and happy" rural environment, enhance the quality of the rural population, create employment opportunities, increase residents' income, and improve the overall environment. In terms of execution strategy, it emphasizes a "bottom-up, plan-oriented, community-autonomous approach with both soft and hard measures" and coordinates strategies such as "introducing systems and expertise, addressing basic needs, driving rural industries, and strengthening cross-sector cooperation." This approach combines bottom-up community participation with top-down policy implementation. Compared to community development and community building, the Rural Regeneration Program has a more explicit long-term plan in terms of legislation and financial support.

3.KEY CHARACTERISTICS AND LESSONS FROM COMMUNITY WORK IN TAIWAN

3.1. Community Participation: A Distinctive Feature of Community Work in Taiwan

The development of community work in Taiwan has undergone various important community policies driven by different government departments. This

evolution encompasses the community development and welfare community initiatives led by social welfare departments, the community building promoted by cultural departments, and the recent rural revitalization efforts by agricultural policy agencies. Currently, Taiwan's community sector is experiencing a phase where welfare community initiatives, community building, and rural revitalization coexist, marking a period of diverse and mixed approaches. Different community policies have showcased the richness and variety in Taiwan's approach to community work. However, an analysis of these varying policies reveals certain commonalities underlying their diversity.

(1) Transformation of Government and Community Roles

In the early stages, community development was often criticized for being overly government-dominated, leading to low levels of resident participation, poorly established community organizations, and lack of community autonomy (Tsai, 1994; Wang, 2002; Lai, 2004a; Huang et al., 2009, 2011; Huang, 2016). However, post-1990s, the government gradually adjusted its role, shifting from a leader to a facilitator and guide. It moved from a traditional top-down planning model to a devolution and empowerment approach, encouraging communities to autonomously build from the bottom-up and even promoting the concept of 'administrative community-building' (Lai, 2004b). In this process, residents have transitioned from passive recipients to active participants. For instance, the 1991 revision of the "Community Development Work Guidelines" redefined community development organizations as people's groups, encouraging residents to spontaneously form community development associations and propose work plans based on their own needs. The principle of community building is "resident participation" and "community autonomy," turning communities from objects to subjects. Post-2002 policies have led communities to consider their own needs and apply in a bottom-up manner. As residents collectively discuss community needs, a sense of community unconsciously operates within (Hsiao, 2007; Xing, 2013). The Rural Revitalization Program also emphasizes "bottom-up" participation as a necessary condition for success. It involves communities voluntarily signing up and then being progressively guided by the government. After consensus is built, they autonomously develop and implement a rural revitalization plan, initiating necessary infrastructural developments (Council of Agriculture, Executive Yuan, 2012).

(2) Leveraging the Role of Non-Profit Organizations
Non-profit organizations play a crucial role in community work in contemporary Taiwan. They are not only concrete bearers of community services, committed to organizing and managing community services, but also platforms and promoters of

community participation, encouraging and nurturing resident involvement (Zhao and Ye, 2013). After 1991, community development associations shed their official background and became people's groups, emerging as key drivers in community work (Li, 2011). In policies related to community building, non-profit organizations have demonstrated multiple functions such as service delivery, talent cultivation, and acting as connectors. For instance, the 1994 "Comprehensive Community Building Plan" integrated local cultural and historical workshops, cultural and educational foundations to promote community cultural management (Zhou, 1996). Similarly, the 2002 "New Hometown Community Building Plan" entrusted professional societies, universities, and social service organizations with tasks like training community builders, reviewing subsidy plans, and assisting in plan implementation (Bi, 2009).

3.2. Lessons and Insights

The experience of community development in Taiwan offers significant insights for Mainland China. Since the 1990s, Taiwan has emphasized the participation of community residents, with the government's role shifting from a director to a facilitator, and residents evolving from passive to active participants. Community participation extends beyond services to encompass a broader range of public affairs. However, Taiwanese communities still face challenges with insufficient participation and limited autonomy. Studies indicate that community involvement often manifests as tokenistic, relying on volunteers and expert teams, lacking genuine public participation and decision-making power.

Fraser's (2005) typology of community participation—contrived, technocratic, progressive, and radical communitarianism—provides a framework for understanding and enhancing community engagement. The modernization of community governance in Mainland China emphasizes democratic consultation and the importance of the community as a governing entity, necessitating a move beyond tokenistic involvement to deeper decision-making layers.

Hence, in promoting community participation, values and objectives should be considered. Governments should create mechanisms for participation, open spaces for discussion, and promote greater resident involvement in community decision-making. This encompasses not only service participation but also extensive involvement in public affairs, ensuring community participation is genuine and meaningful, not merely tokenistic. Such an approach can stimulate spontaneity and autonomy in communities, leading to more effective governance.

4. CONCLUSION

Mainland China is deepening its social governance reforms, focusing on urban and rural community construction. Despite years of development,

challenges of inadequate community identity and participation persist. Taiwan's community work, shifting from government-led to people-centered, has cultivated community consciousness and teams, impacting social development. In learning from Taiwan's experience, Mainland China should also be mindful of its issues, such as elitism and the gap between ideals and practice, and explore a community governance model that suits its own context.

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Empowerment in Community Development: Strategies for Community Governance in the New Era - Insights from Taiwan's Community Work for Mainland China's Community Governance

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Abstract: This paper delineates the developmental trajectory of community work in the Taiwan region, highlighting the common characteristics inherent in various community policies of the area. It delves into the practical aspects of community participation in Taiwan's community work, uncovering a trend of elitism/professionalism and a lack of broad public involvement, leading to a diminished sense of community autonomy. Based on these findings, the paper offers reflections and considerations for the governance of urban and rural communities in Mainland China.

Keywords: Community Work, Community Participation, Community Governance

1. INTRODUCTION

Since the concept of "community" was first introduced by the Ministry of Civil Affairs in 1986, the community has become a practical space for the implementation of major policies by the party and government, closely related to the immediate interests of residents and the harmony and stability of society [1-2]. Through the advocacy, promotion, and implementation of various policies such as community services, community construction, and community governance, the development of communities in Mainland China has achieved a series of results. To a certain extent, it has overcome the drawbacks of the "unit system", yet numerous difficulties and challenges remain, especially in the new era where communities face new developmental missions. In contrast, influenced by the United Nations, Taiwan region began promoting community work as early as the 1960s. It has experienced three different waves of community policies: "Community Development and Welfare Community-ization" led by the social affairs department, "Community Building" managed by the cultural department, and "Rural Regeneration" driven by the agricultural policy department. Over more than half a century of practice, it has formed a successful case of

"Sinicization" of Western community governance experience (Wu Xiaolin, 2015). Although the so-called spontaneous, autonomous, organized community development is not yet widespread in the Taiwan region, it is far from rare and has become quite common (Li Yijun, 2011). Therefore, this paper summarizes and reviews the development history of community work in the Taiwan region, analyzes its characteristics and ongoing challenges, and explores the implications for community development in Mainland China [3-4].

1.1 Community Empowerment: Concept and Practice

(1) the Essence of Community Empowerment

The concept of community empowerment, often corresponding to the English term 'empowerment' rather than 'capacity building' in Chinese literature, fundamentally involves empowering individuals, enhancing capabilities, and increasing self-efficacy. Closely linked to the American Civil Rights Movement, it was first proposed in Solomon's 1976 publication. Empowerment manifests at personal, interpersonal, and socio-political levels, encompassing aspects such as self-esteem, self-efficacy, sense of control, communication skills, and awareness of rights [5-7].

Since the 1990s, community empowerment has been integrated with community work, defined as a social action process that promotes individual and community control, political effectiveness, community life improvement, and social justice (Wallerstein & Bernstein, 1992). Laverack (2006) views it as an ongoing process of power relation transformation and a result of the redistribution of resources and decision-making authority. According to Chen Kehui (2005), based on the triple essence of empowerment, community empowerment is interpreted as a process of power delegation, capability enhancement, and motivation of self-efficacy [8-9].

The Royal Society of Edinburgh (2014) also highlights that community empowerment includes three core concepts: power transfer and sharing, enhancing freedom of choice and action, and building the capacity to access resources and opportunities for voicing concerns. In summary, community empowerment comprises two major parts: 'power' and 'capability,' with community capability being the essence of empowerment.

Regarding community capability, scholars have proposed various perspectives. Glickman and Servon (1998) suggest that community capability should include resources, organization, programs, networks, and politics. Chaskin emphasizes community consciousness, commitment among members, problem-solving ability, and resource accessibility. Combining research from Taiwan [10-13].

(2) Operational Methods of Community Empowerment

The operational methods of community empowerment can be categorized into four levels: formal empowerment, personal empowerment, effective empowerment, and substantive empowerment, which are sequential in nature. Initially, the government provides mechanisms for community residents to participate in decision-making, achieving formal empowerment. Subsequently, individuals or organizations in the community realize personal empowerment through attention and participation in community affairs. When residents gain influence, effective empowerment is achieved. Finally, successfully solving problems is reflected as substantive empowerment.

1.2. Community empowerment includes the following three main practices:

(1). Devolution of Government Power: This encompasses changes in community governance structures, cooperative planning, utilization of community investment funds, establishment of community management organizations, and partnerships between the community and government. the aim is to enhance community autonomy, emphasizing government support for community-led initiatives and transferring necessary resources.

(2) Professional Intervention: Through steps such as community accompaniment, understanding, problem identification, and resolution, external professional teams work together with community residents to assist in enhancing the capabilities of community residents and organizations.

(3) Inter-Community Alliances and Cooperation: This involves forming mutual aid networks to promote experience sharing and legacy. For instance, community cases in Tainan demonstrate processes of collaborative management, resource sharing, experience inheritance, and establishing support and connection platforms, offering diversified services and community strategic alliance models.

In summary, community empowerment involves both the government's institutional design and the cultivation of community capabilities, as well as the establishment of mutual aid and cooperation networks, to achieve the goals of autonomous operation and problem-solving.

2. THE PRACTICE OF COMMUNITY EMPOWERMENT IN TAIWAN

2.1. Historical Evolution of Community Work in Taiwan

In the 1950s, the Taiwanese authorities promulgated the "National Mandatory Labor Law," actively promoting grassroots livelihood construction. By the 1960s, influenced by the community development movement driven by the United Nations, Taiwan began to implement social development policies, officially marking the beginning of modern community work history. During this period, Taiwan experienced three significant waves of community policies, each driven by different government departments: the social welfare department's "Community Development and Welfare Community-ization," the cultural department's "Community Building," and the agricultural policy department's "Rural Regeneration." Currently, Taiwan's community sector has entered a phase of coexisting and diverse policy mixes.

This translation provides a clear and concise title for a table that seems to summarize the historical development of communities in Taiwan along with the key aspects of their empowerment process.

Main Responsible Department	Time	Main Policy	Key Development Focus	Key Points of Empowerment
Social and Political Department	1950-1970s	<ol style="list-style-type: none"> In 1955, the "Grassroots Livelihood Construction Movement" was launched. In 1956, the "Implementation Details of the National Compulsory Labor Law" were promulgated. In 1965, the "Social Policy of People's Livelihood Doctrine in the Current Stage" was proposed. In 1968, the "Outline of Community Development Work" was issued, and the "Eight-Year Plan for Community Development in Taiwan Province" was published (changed to a Ten-Year Plan in 1972). 	The focus in terms of work content was on basic livelihood infrastructure construction. In terms of operation, it was primarily carried out in a top-down government administrative manner.	<ol style="list-style-type: none"> the main driving force was the government at all levels, conducting administrative guidance from top to bottom, combined with competitive assessments (observations) and other methods. the establishment of a "Community Development Research and Training Center" strengthened the capabilities of community council personnel through

	1980-1990s	<p>1. In 1981 and 1986, the "First Phase Five-Year Plan for Community Development" and the "Second Phase Five-Year Plan for Community Development" were successively formulated.</p> <p>2. In 1984 and 1985, the "Guidelines for Guiding Counties and Cities in Taiwan Province to Establish a Welfare Service System in Communities" and the "Guidelines for the Pilot Implementation Plan for Establishing a Community Welfare Service System" were promulgated.</p> <p>3. In 1991, the "Outline of Community Development Work" was revised.</p> <p>4. In 1996, the "Key Points for Promoting the Community-Based Implementation of Social Welfare" and the "Implementation Plan for Promoting Welfare Priority Areas" were successively formulated.</p>	<p>In terms of work content, there was a gradual emphasis on the construction of welfare production and spiritual ethics, and the implementation of community welfare services. Operationally, there was an increasing emphasis on civil participation and a focus on the training of community workers.</p>	<p>training. This was aimed at enhancing their understanding and skills necessary for community development, thereby improving their professional concepts and abilities.</p> <p>The community capacity building was done in a "top-down" manner, focusing primarily on practical skills at the initial level.</p>
	After 2000	<p>1. In May 2005, the "Implementation Plan for Establishing Community Care and Concern Bases" was approved.</p> <p>2. Starting in 2005, subsidies were provided for the "Welfare-Oriented Community Flagship Competitive Program".</p>	<p>In terms of work content, the focus is on welfare services, while in terms of operational methods, there is an emphasis on encouraging communities to learn from each other, share and cooperate, and empower themselves.</p>	<p>the approach involves promoting alliances or cooperative unions between communities, encouraging more developed communities to lead less established ones in a 'mother hen guiding chicks' manner, fostering their growth. the focus remains on capacity building, but the capability level extends to second-level network organizational abilities. Furthermore, the form is gradually shifting from a top-down to a bottom-up approach, empowering communities from within.</p>
文化部门	1994-2000 Years	<p>In 1994, the "Council for Cultural Affairs" proposed the "Comprehensive Community Building Plan".</p>	<p>In terms of content, the emphasis was on the "software", that is, community cultural construction, with the intention of fostering a sense of Taiwanese local identity.</p>	<p>1. Extensive training programs such as "Community Planner" and "Community Builder" were widely conducted.</p> <p>2. Professional community building teams were commissioned to provide guidance.</p>
	2000-2008s	<p>1. In 2000, the "Heart Ideas Creative Plan" was launched.</p> <p>2. In 2002, the "New Hometown Community Building Plan" was proposed.</p> <p>3. In 2005, the "Taiwan Healthy Community Six-Star Plan" was introduced.</p>	<p>The scope of work expanded to encompass multiple aspects such as "people, culture, location, industry, and scenery"; Particular emphasis was placed on "bottom-up" resident participation, with a focus on "human development" and a strong emphasis on community empowerment.</p>	<p>On one hand, the concept of "community empowerment" was explicitly introduced, emphasizing the cultivation of third-level capabilities such as community consciousness. On the other hand, a "bottom-up" approach was emphasized, allowing communities to gain a certain degree of autonomous space.</p>
	After 2008	<p>In 2008, the "Rock Solid Action Program - Second Phase of the New Hometown Community Building Plan" was launched.</p>	<p>工作内容收窄, 以“文化”为核心概念, 注重对社区运营能力的辅导, 强化地方自助互助</p>	<p>操作方式依然以辅导、研习为主, 内容上强调社区可持续发展的能力</p>
农业部门	After 2008	<p>1. In 2008, the "Love Taiwan Twelve Constructions" initiative was proposed.</p> <p>2. In 2010, the "Rural Regeneration Ordinance" was passed.</p>	<p>主张以“由下而上”和“由上而下”二类方式推动, 侧重农村社区产业发展, 促进农村社区的活化和可持续发展</p>	<p>设置“农村再生培根计划”, 以主题培训班方式进行培力目标以能力建构, 涉及全部 3 个层次的能力</p>

Source: Compiled from Xie Qingda, 1995; Zhou Siping, 1996; Chun, 1996; Zhang Yingzhen & Li Muen, 1999; Shi Jiaoyu, 1999; Xu Zhen, 2004; Wang Benzhuang, 2008; Huang Yuanxie & Xiao Wengao, 2010; Taiwan's Executive Yuan, 2011; Taiwan's Council of Agriculture, Executive Yuan, 2012; Xing Yu, 2013; Lai Liangyang, 2015; Huang Zhaoxin, 2016

Taiwan's community work has undergone policy changes over many years, consistently emphasizing community empowerment strategies. Initially, there was a focus on training the skills of staff, but in the 1990s, the focus shifted to network organization and raising community awareness, emphasizing empowerment in the hope that communities could assist the government in self-help and self-reliance, and provide public services.

2.2. Practices of Community Empowerment Work in Taiwan

The practices of community empowerment work in Taiwan include:

(1) Training and Talent Development: Beginning in the 1960s, professional skills of community leaders were enhanced through training centers. Policies such as "Community Building" and "Rural Regeneration Programs" emphasized talent development, including training community planners and cultivating autonomous capabilities in communities through phased courses.

(2) Guidance by Experts and Scholars: Experts and scholars play a pivotal role in community development. The government entrusts professional organizations and university professors to provide services such as community surveys, capability assessments, and resource linking, assisting in advancing community projects.

(3) Assessment, Evaluation, and Community Collaboration: Initially, community development was incentivized through competitive assessments. This later shifted to evaluation and incentive systems, such as awarding prizes and grants. The government encourages inter-community alliances to share resources and enhance community capabilities through observational learning and experience sharing.

3. REFLECTIONS ON EMPOWERMENT PRACTICES IN TAIWAN

Taiwan's community empowerment practices have achieved certain successes in enhancing community capabilities, but there are also issues and points for reflection:

(1) Narrow Interpretation of Empowerment: Current community empowerment largely focuses on building community capacities, such as study courses and community observations, while neglecting power issues. This approach aligns more with liberal perspectives, emphasizing individual-level empowerment and self-reliance, rather than systemic change.

(2) Superficial and Instrumental Capacity Building: Although the content of empowerment is rich, including organizational training and resource network building, it mostly focuses on practical operational abilities in community work, with less attention to core values like future community development visions and social justice.

(3) Internal Community Division and Dependence on External Experts: the empowerment process may reinforce stronger members within the community, leading to resource concentration and familialization, contrary to the original intention of building community consensus. Meanwhile, reliance on external professional teams may cause communities to lose autonomy, with residents lacking motivation or confidence.

In summary, while Taiwan's community empowerment practices have been effective in enhancing community capabilities, there is a need to reflect on the depth and breadth of its content, as well as issues of balance and autonomy within communities.

4. INSIGHTS FOR MAINLAND CHINA'S COMMUNITY GOVERNANCE WORK

The insights from Mainland China's community governance work can be summarized as follows:

(1) Clarifying Community Empowerment Goals and Values: the initial intention of community building in Mainland China was to fill the social management void left by the disintegration of the work-unit system, which led to a long-term emphasis on administrative aspects and insufficient community autonomy. It's necessary to endow communities with rights to expression, negotiation, execution, and evaluation, enhancing residents' awareness and attitudes towards autonomy and participation, and clarifying community development goals and values.

(2) Tiered Development of Community Empowerment Strategies: Depending on the development stage and capabilities of a community, different empowerment strategies should be adopted. For communities with weak foundations, start with enhancing practical operational abilities; for those with a certain foundation, focus on improving abilities in organizational mobilization and network connections; for communities with strong self-organization capabilities, guide them to explore future development visions and autonomous governance abilities.

(3) Defining the Role of Empowerers: Empowerers should not be limited to external government agencies or expert scholars but should also include talented individuals within the community. Empowerers and the empowered should establish a partnership, jointly advancing community work. For different communities, empowerers should play varying roles, from educational guidance to facilitative companionship, promoting the

community's self-operational capabilities, achieving self-reliance, and self-decision making.

These insights emphasize the enhancement of community autonomy, the cultivation of internal capabilities, and the diverse roles and importance of empowerers in community development.

5. CONCLUSION

Currently, Mainland China's community governance is in a phase of comprehensive reform, facing numerous challenges such as weak community belonging, low resident participation, and community building largely being a government 'solo act'. The transformation and successful experiences of Taiwan's community work offer valuable lessons, yet there are issues, such as an excessive emphasis on practical operational abilities, overlooking deeper community values. Therefore, Mainland China's community empowerment should focus on empowering and capacity building, adopting tiered development strategies, and targeting differentiated empowerment based on the developmental stages of communities. Simultaneously, the empowerers should include both external experts and internal community talents, to ensure effective empowerment, meet community needs, and promote comprehensive community development.

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Value Guidance of Marx'S Theory of All-Round Development of Human Beings to The Ideological and Political Education in Colleges and Universities

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Abstract: The theory of the all-round development of human beings refers to the full and harmonious development of human beings' physical strength and intelligence. This theory plays an important role in promoting college students' physical and mental health. Since the beginning of the 21st century, continuously impacted by Western neo-liberalism, China's colleges and universities have faced unprecedented challenges in ideological and political education. In such a situation, how to strengthen the correct and effective ideological guidance of college students has become one of the urgent problems to be solved. To solve these problems, we must clarify the relationship between the Marxist universities' ideological and political education, establish a "people-oriented" philosophy of education, attach importance to the central position of students, and create a positive communication environment, aiming to cultivate students' practical ability. On this basis, it provides a new direction for modern colleges and universities' ideological and political education.

Keyword: Marx; The Theory of The All-Round Development of Human Beings; Ideological and Political Education in Colleges and Universities; Value Guidance

1. INTRODUCTION

The pursuit of all-round development of human beings is not only the highest standard emphasized by Marxism but also the basic requirement of building [1]. In human history, no country can exist without certain productivity. In the current changeable and complex world, various schools of thought collide with each other, bringing unprecedented challenges to China's socialist modernization process. In such a complex international context, China is facing a series of new situations and new problems. As undoubtedly assume more heavy responsibilities [2]. Therefore, an in-depth understanding and mastery of the close relationship between Marxist views on modern higher education is crucial to promoting.

2. EXPLORATION ON THE RELATIONSHIP BETWEEN MARX'S THEORY OF ALL-ROUND DEVELOPMENT OF HUMAN BEINGS AND COLLEGES AND UNIVERSITIES' IDEOLOGICAL AND POLITICAL

As shown in Figure 1, human beings provide solid theoretical support for China's modern education [3]. China clearly points out that education should be committed to serving the socialist modernization process and it needs to cultivate socialist successors and builders with balanced development in all aspects of morality, intelligence, physique, and aesthetics by being closely integrated with actual productive labor and social practice. This requires us to fully respect students' physical and mental development laws when carrying out educational reform so that they can grow in a comprehensive, healthy, and harmonious way and become the pillars of the country's future development. In recent years, due to the widespread of Western neo-liberalism, people have more clearly realized that there is an inherent consistency.



Figure 1: Basic connotation

Based on historical and practical experience, Marx and Engels conducted an in-depth reflection on the trajectory of human development [4]. the goal of comprehensive. the all-round growth of human beings has always been the continuous value pursuit of Marxism, and it shows a scientific human spirit. Therefore, in the new era, strengthening college students' "people-oriented". Ideological and political education, which focuses on people's research and

work, always adopts its unique method to care for people's growth and improvement and regards the overall quality and the promotion of people's all-round development as its core mission. limited by the level of social development, when people discuss the training objectives, they often overemphasize the practicality of education and the function of serving social development while ignoring the fact its healthy development [5]. the one-sidedness not only affects In the context of the current globalization, considering the continuous impact of Western neoliberalism, the educational concept of people's all-round development as the core in ideological and political education, always bear in mind the educational principles of socialism, and provide the correct value direction for the all-round growth of college students. Whether the goal can be successfully achieved at this stage depends on whether. Therefore, it is necessary to closely.

education is closely related to every progress of human beings, whether it is a barbaric primitive era or an advanced modern society. a cultural phenomenon but also a spiritual phenomenon, and it has a profound impact on human development in its unique way. Strengthening the construction of ideology and morality is the key way, which needs to rely. social transformation, when the economy and culture have made great progress, but there are also some new problems, especially, the phenomenon of moral anomie seriously restricts the renewal of people's ideas and the improvement of moral quality. Therefore, only the fundamental function ensure that ideological and political education is always people-centered and meets.

3. VALUE GUIDANCE OF IDEOLOGICAL AND POLITICAL EDUCATION

3.1. Create a good learning atmosphere and pay attention to the development of students' communicative competence

Human beings are the synthesis of all social relations. Only when people are in a specific social environment can they achieve. As the division of labor in human society becomes more and more refined and the degree of cooperation continues to deepen, the relationship between people has also changed, and interpersonal communication has become an indispensable part of modern people's life and work., people's activities in the social field have gradually increased, and their communication skills have become more and more obvious. With the acceleration of economic globalization, the competition between countries is intensifying, and international exchanges are becoming more and more frequent, so every country confronts the collision and conflict of various cultures, values, and ways of thinking. the situation that "The voices of chickens and dogs are heard, and people don't interact with each other for a life" no longer exists, and modern society is more inclined to need a new generation of

talents with higher social skills. Therefore, it is particularly important to strengthen the interpersonal relationship education of college students. As the pillars of the future construction of our country, whether college students have strong interpersonal skills is related to both their development and progress and the country's future. Interpersonal tension is the most common phenomenon because it not only harms individual mental health but also seriously hinders the progress and development of society. Students with psychological problems such as inferiority and doubt often choose to escape from the living environment they have built, fear collective interaction with others, and cannot establish normal social networks, limiting their all-round growth. This requires teachers to pay attention to and help these special groups, especially those college students who have communication barriers due to a lack of social experience. Therefore, encouraging students to get out of their comfort zone, and under the premise of mutual respect and understanding, establishing good relations with students and classmates, enhancing their interpersonal skills, getting rid of the narrow and closed self-cognition, and exploring a broader social network.

3.2. Improve students' practical ability and implement all-round development

Only when people are in a collective environment can they truly show their own value, and the embodiment of this value is realized through individuals' actual actions. Therefore, their positive and effective practical activities must be emphasized. It is obviously not enough to rely solely on the explanation of theory, and blind practice is not rational enough. Only by combining these two aspects closely can the attraction of education be truly demonstrated. As an important force in national construction, the growth of college students is closely related to the country's future. At present, in China's mainly focuses on theoretical explanation operation ability, which not only leads to the monotonous ideological and political courses in colleges and universities but also is not conducive to students' all-round development. Therefore, to promote the all-round growth of people. As an important practical teaching form, social practice is characterized by distinct times, pertinence, and effectiveness, and has a positive effect. By participating in social practice activities, students can not only better understand the basic labor process and temper their morality and will, but also enhance their ability to combine theory with practice, thereby comprehensively promoting students' growth and development [9].

3.3. Always adhere to people-oriented basic theory

Whether a person can develop in an all-round way not only affects his happy life but also involves the decline of the country. This requires us to adhere to the people-centered school-running thought and attach importance to humanistic care for students.

General Secretary Xi Jinping clearly states that in human society, we need to continuously cultivate the professional talents needed by society through education, including teaching existing knowledge, updating old knowledge, excavating new knowledge, and exploring unknown fields, thereby helping people understand and change the world more deeply and create a better future for mankind. This also points out the direction for us to carry out the ideological and political education of college students. This view integrates Marx's theory of the educational practice of contemporary China and clarifies the value orientation of humanism. In this era, the value of human beings has become increasingly prominent, and the concept of people-centered education has been paid more and more attention to. When carrying out the task the needs and interests of students first, regard them as the core participants of education, and fully respect and attach importance to them.

3.4. students and optimize the content and means of ideological and political teaching

With the rise of students to acquire knowledge [the traditional educational content can no longer meet their strong demand for knowledge, and monotonous teaching methods are difficult to ignite their enthusiasm for learning, so teachers need to change their teaching methods. Therefore, professionals engaged in ideological and political education should be more clearly aware of the urgency of the reality and innovate the teaching content. Thus, how to make our classroom teaching more vivid and interesting? From a macro perspective, the actual needs and characteristics of students, In order to avoid the pursuit of utilitarian educational goals, a student-centered teaching concept should be established, and students can be free from the shackles of mobile phones and truly integrate into teaching activities through diversified teaching methods such as speeches, debates and mutual evaluation among students. As a subjective individual, students' inherent characteristics make themselves not completely in a passive state in the process of receiving education, but show a positive and active attitude. In this case, teachers should respect and stimulate their interest desire for knowledge through various ways, and let them become the masters of learning activities. Only when learners can make full use of their subjective initiative can they receive

education to the greatest extent, transform the content of education into their own moral quality, and put it into practice.

4. CONCLUSION

As socialism with Chinese characteristics enters a new historical stage, updated according to the actual situation, the background of the times, and the situation, thereby truly fulfilling the new tasks entrusted. As an important position for cultivating and shaping people, ideological and political education shoulders a series of historical responsibilities, such as leading social thoughts, cultivating advanced culture, and promoting scientific development, which is also a long-term and complex systematic project. Combined with the current ideological trend of the times, and according to students' unique nature, we should establish the educational goal with the all-round growth of students as the core. Meanwhile, we should actively explore and apply new ways of thinking, ideas, and methods to carry out theoretical and practical research on ideological and political education, inject new vitality into ideological and political education, and implement implicit education in a relaxed and pleasant environment, so that students can feel the attraction and appeal of ideological and political education in daily life and learning process, young people's enthusiasm for learning can be stimulated

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