

International Journal of Social Sciences in Universities

MARCH 2024 VOLUME 7 NUMBER 1

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

E-mail: editor03@acadpubl.com
<http://www.acadpubl.com/ijssu.aspx>



ACADEMIC PUBLISHING HOUSE

CONTENTS

Research on the Application of Multimodal Teaching Model in English Reading Teaching in Primary Schools—A Case Study of H Primary School in T City	1
<i>Jiazhi Pan, Lan Zhang</i>	
The Problems and Countermeasures in Human Resource Management of Small and Medium-Sized Manufacturing Enterprises	6
<i>Zhao Chunyan, Jacqueline Tham, Ali Khatibi</i>	
Exploration of Innovative Standards for Student Education Management in Vocational Colleges.....	9
<i>Zheng Tang</i>	
On the Usage of Eye Drops	13
<i>Sun Yong</i>	
The Application of Incentive Mechanisms in Hospital Human Resource Management	16
<i>An Jing</i>	
Teaching Reform and Practice of New Energy Vehicle Technology Major Based on Vocational Skills Competition.....	19
<i>JiaBin Li</i>	
Research and Practice on the Education Strategy of "Integration of Specialization and Innovation" in Higher Vocational Nursing Majors.....	22
<i>Jinze Du</i>	
Research on Enterprise Management Models under the Background of Economic Structure Transformation.....	25
<i>Xu Tianmin</i>	
Teaching Reform and Practice of Visual Communication Design Course under the Background of Digital Creative Industry	28
<i>Yang Lu</i>	
One-stop" Student Community Party Building and Nurturing Mode--Taking "Angel Renjia" of Zibo Vocational College Nursing School as an Example.....	31
<i>Zhao Xing</i>	
Research on Enhancing Students' Concentration in Physical Education Curriculum under the Background of Sports Education Integration	34
<i>Guotao Liu, Ting Zhang, Yong Ren</i>	
A Survey on The Academic Adaptation of International Students in BLCU	37
<i>Tingna Wei</i>	
The Concept and Development Strategies of Healthy Aquaculture.....	40
<i>Linjie Chen, Ziqian Man*</i>	
The Dilemmas and Countermeasures of Vocational Labor Education Under the Integration Of "Five Education"	43
<i>Ye Feng</i>	
Strategies for Implementing the Task of Cultivating Virtue and Cultivating Talents in Ideological and Political Education in Universities in the New Era.....	46
<i>WenJing Zhu</i>	
On the Standardization and Aesthetics of Mandarin Pronunciation in Broadcasting and Television.....	49
<i>Qiuhe Wang</i>	

Research on the Path of Promoting Social Positive Energy Transmission through New Media Art in Universities	52
<i>Wei Wei</i>	
Research on Sustainability and Environmental Protection Issues in Daily Ceramic Design	55
<i>An Wenwen</i>	
Optimization Strategies for Spatial Services in University Libraries from The Perspective of Value Co Creation	58
<i>Zhi Su</i>	
The Impact of Intelligent Manufacturing on The Job Market	61
<i>Shuhua Sun</i>	
Exploring the Application of Intercultural Communication in Korean Language Teaching in Universities	66
<i>Ni Yan</i>	
Promoting the Modernization of Asset Management Models through Information Technology	72
<i>Lu Mingyue</i>	
A Dual Dimensional Interpretation of Shared Development	75
<i>Zhao Xiaoyan</i>	
Research Status of College Students' Autonomous Learning Ability	78
<i>Mingzhen Li</i>	
The Development Path of Modernization of Ethnic Education in Border Areas under the Background of Rural Revitalization.....	81
<i>Zhang Yabing</i>	
Research on Agricultural Economic Management Methods under the Background of New Rural Construction.....	84
<i>Jiang Meifang</i>	
Research on the Current Situation and Countermeasures of Interpersonal Communication Ability among Vocational College Students	87
<i>Qingqian Gu</i>	
Promoting Information Literacy Skills in University Libraries: Best Practices and Lessons Learned	90
<i>Yuguo Liu</i>	
Research on Teaching Reform in Higher Education in the Smart Education Environment	95
<i>Huang Danyi, Qiu Tian, Liang Xuanming</i>	
Research on Naming and Translation of Scenic Spots in Huanggang Yi'ai Lake Park	101
<i>Ling Zhang, Jiena Xiao</i>	
Synergistic Development Pathways of College Student Innovation & Entrepreneurship and University Physical Education.....	106
<i>Bing Zhang</i>	

Research on the Application of Multimodal Teaching Model in English Reading Teaching in Primary Schools——A Case Study of H Primary School in T City

Jiazhi Pan, Lan Zhang

School of English Language, Zhejiang Yuexiu University, Shaoxing 312000, Zhejiang, China

Abstract: This study used classroom observation, questionnaire survey, teacher-student interviews to explore the current application of multimodality in primary school English reading teaching and how to effectively apply multimodality in English reading teaching. It is expected to find the best modal collocation to improve the effectiveness of English reading teaching in primary schools, and at the same time improve students' reading interest and reading ability. Therefore, based on the research analysis, this study puts forward reasonable suggestions for teachers on how to improve students' reading ability and interest through multimodal teaching mode.

Key Words: Multimodal Teaching Mode; Primary School English Reading Teaching; Pupils' Reading Interest; Pupils' Reading Ability

1. INTRODUCTION

This study aims to apply the theory of multi-modal discourse analysis to the teaching of English reading in primary schools, and hopes to provide a reference for improving the reading literacy and stimulating the interest of primary school students. It also improve their reading participation and reading initiative, and stimulate their intrinsic reading motivation, so as to cultivate their reading literacy and improve the effectiveness of English reading teaching in primary schools. This paper will use practical cases to better understand and implement this theory, and provide more support for research in related fields.

The significance of this study can be described from both theoretical and practical aspects. In terms of theory, cultivating students' English reading ability has always been an important and arduous task in English teaching. By exploring the application of multimodal teaching mode in primary school reading, this study can explore the effective ways to cultivate students' English reading ability to a certain extent, help improve the theoretical systematization of reading ability training, and promote the development of multimodal teaching mode. At the same time, this study also provides some theoretical basis for teachers to organize multimodal teaching in reading classrooms in the future, which is helpful to improve the effectiveness of practice and promote the development of English reading teaching practice in primary schools in China to a certain extent.

In terms of practice, this study applies the theory of multi-modal teaching to the real classroom, and continuously summarizes the teaching experience and analyzes the changes in students' reading ability in practice, which is helpful to improve the current situation of insufficient empirical research on multi-modal teaching mode. the results of its practice can provide certain guidance and reference for the majority of front-line teachers, promote teachers to continuously improve the teaching method of English reading, improve the situation of teacher-led and students' passive learning in the classroom, correct the cramming teaching mode, and shift the teaching focus on cultivating English reading ability.

2 LITERATURE REVIEW

Based on the understanding of the research background and significance in chapter one. This chapter comprises three parts. the first part introduces the relevant definitions of three core concepts and reviews theoretical basis of multimodal teaching mode. the second part shows some researches on multimodal English reading teaching.

2.1 Theoretical Basis

Different scholars have different definitions of the concept of multimodality, and the New London Group (1996) believes that modality includes five modalities: language, vision, hearing, posture and space. Forceville (2009) defines modality as sensory modalities such as hearing, vision, and touch. Jewitt (2009) argues that multimodality is a way of understanding verbal communication and meaning expression, and it focuses on the various forms in which people construct and transmit meaning, such as images, gestures, eyes, etc. Kress (2010) defines modality as “the symbolic resources formed in a socio-cultural way to create meaning, including writing, static images, gestures, speeches, and music, all of which can be communicated through media”.

Multimodal discourse can be defined as two different concepts: one is that linguists usually regard it as a form of language in which multiple modalities coexist, and the second is the definition of the number of symbolic resources involved in language communication, and one modality may include many different symbols.

The concept of multimodal teaching was first proposed in the nineties of the twentieth century, by the New London Group(1996) Combining multimodal teaching with students' literacy skills in English learning, they believe that language learning is not only a process of connecting words and symbols in the individual' s brain, but also the result of the joint action of multiple symbols. Multi-modeling is to create a harmonious, pleasant and democratic classroom learning atmosphere for teachers and students by making reasonable use of various senses and modes under the premise of considering the teaching objectives, and to develop learners' language skills such as listening, speaking,

reading, writing and translation on the basis of mobilizing various senses.

In this study, multimodal discourse refers to the role of teachers in making primary school students realize the role of co-constructing meaning of various modal resources in reading discourse.

2.2 Researches Abroad

Foreign scholars have also conducted specific research in English reading, Kelly Wissman (2012) found that in the teaching of reading, the introduction of multimodal instruction and the creation of corresponding multimodal texts can promote students' reading while improving students' performance and creativity. Zacchi (2017) explored the application of multimodality in English reading teaching. Through research, he concluded that the use of modes such as images in English reading teaching can enable learners to have a strong culture of the content of the text that they are reading, which promoted learners' perception of the culture behind the text. And the combinations of presentation methods strengthened learners' English reading comprehension. Alejandra Meneses et al. (2018) took Chilean fifth-grade students as the research object and analyzed the ability of multimodal scaffolding teaching to improve the comprehension ability of students with weak reading ability.

In summary, the research on multimodal teaching in foreign countries is extensive and in-depth, and in the initial stage of multimodal teaching research, scholars mainly focus on the research of multimodal teaching theories and methods. With the development of science and technology, some scholars have gradually focused on the research of multimodal teaching curriculum, and put forward some methods that can make more reasonable use of multimodal resources to cultivate students' multiple literacy ability.

3. RESEARCH METHODS AND DESIGN

This chapter examines the effectiveness of the application of multimodal discourse analysis theory in the teaching of English reading in primary schools Investigate. the research question is proposed, the research object is analyzed, and the research method is determined. the author selected the fifth-grade students of H Primary School in T City as the

research subjects for a two-months teaching experiment, and the class consisted of 45 students, 25 boys and 20 girls. Originally, the teacher in this class mainly used the traditional reading teaching mode.

3.1 Research Questions

This paper attempts to explore the application of the optimal multimodal combination method in the teaching of English reading in primary schools.

3.1.1 What is the application status of multimodal teaching mode in primary school English reading?

3.1.2 The impact of multimodal teaching mode on primary school students' reading ability and interest?

3.1.3 How can the multimodal teaching model be better applied to the English reading classroom in primary schools?

3.2 Research Subject

The sample of this study was 45 students in the fifth grade of H Primary School in T City, 25 boys and 20 girls.

3.3 Research Methods

This paper uses three research methods, namely classroom observation, questionnaire survey, and interview.

In order to understand the current status of multimodal teaching in primary school English reading, the author took advantage of the internship opportunity to observe the English class of H Primary School in T City in the form of class observation and in-person teaching. This paper was written using the questionnaire method. In the design and analysis of the questionnaire, the author referred to some other questionnaires about the multimodal teaching mode in the teaching of English reading in primary schools, took the essence of them, combined them with the questions conceived and designed by herself, and finally produced two relatively complete and multi-angle questionnaires. Interviews are also one of the research methods in this paper. the author designed an interview around the research question. Interviews were conducted with students and teachers respectively to examine their attitudes and opinions about the multimodal teaching model. the interviews complement the questionnaire and provide more data to support the study and make reasonable suggestions for promoting

multimodal teaching models from the perspectives of teachers and students.

3.4 Research Process

The research process is divided into two parts: the preparation phase and the implementation of the experiment. the experimental process includes research tools, Pre-experiment questionnaires, post-experiment questionnaires, and interviews. the experimental implementation mainly introduces the application of multimodal English teaching mode and traditional English teaching mode in English reading classroom. Based on Professor Delu Zhang's theoretical framework of multimodal discourse analysis, this paper independently designs multimodal lesson plans based on the four steps of the multi-literacy teaching model proposed by the New London Group, namely "explicit guidance, real-life practice, critical framing and transformational practice".

4. RESULT AND DISCUSSION

The fourth chapter is the Results and Discussion. First of all, the author objectively presents the research results of questionnaire survey, classroom observation and interview. On this basis, the data results of these methods are analyzed. Finally, the results of the study are discussed, including the overall analysis of individual data, and some reasonable explanation is given.

4.1 Result and Discuss of the Questionnaire

In this survey, 45 questionnaires were distributed in 1 class, and 45 valid questionnaires were collected. the questions of this questionnaire are developed from three aspects: the current situation of multimodal reading teaching, students' reading attitudes and students' reading ability.

According to the analysis of questionnaire data, from the current status of multimodal teaching mode. English teachers will use multimodal teaching mode in reading classes, but the frequency of use is not high enough, and the proportion of "sometimes conforming" and "usually conforming" is relatively high, and 64.71% of the students think that the addition of pictures, videos, animations, and body language in reading courses makes the class more vivid and interesting. 52.94% of the students said that their English teachers sometimes used rich

teaching resources (e. g., body language, multimodal PPT, videos, pictures, etc.) in the reading class, and 43.14% of the students said that their English teachers often used facial expressions and body movements to express and emphasize difficult knowledge in the reading teaching process. 59.02% of the students said that their English teachers often organized a variety of classroom activities (such as group discussions, dialogues, presentations, role-plays, etc.) in English classes. 27.45% of the students said that my English teacher often used a variety of teaching methods to implement reading teaching, such as videos, pictures, body movements and other means to cooperate with each other.

In order to explore the attitudes of primary school students towards multimodal teaching mode, and the influence of multimodal teaching mode on primary school students' English reading ability and reading interest. This study compiled "Feedback from Primary School Students on the Multimodal Teaching of English Reading". A total of 45 copies were distributed and 45 were recovered. This study explores students' interest and attitudes towards reading classes and students' attitudes towards multimodal teaching from two dimensions.

In short, through the analysis of the questionnaire after the experiment, it can be seen that the multimodal teaching mode has a significant teaching effect in the class, and has been recognized by the vast majority of students. the multimodal teaching model attracts students' attention through rich multimodal resources, and improves their interest in reading and classroom enthusiasm. In terms of knowledge learning and knowledge application, the multimodal teaching mode helps them understand the reading texts, deepens their memory of the classroom learning content, enables them to better learn and use English reading skills in the classroom, and has a very positive impact on students. It is also a good way to improve their knowledge learning efficiency and their reading ability.

4.2 Result and Discuss of the Classroom Observation

By observing 10 multimodal reading lessons, it was found that language modality still

dominates, and the importance of visual modality is also clear at a glance. Through the dual combination of language input and visual stimulation, it is more conducive to the development of classroom teaching and the implementation of teaching tasks. the attraction of visual and auditory modalities to students makes it easier for students to concentrate and reduce desertion. When the teacher uses multiple modalities to work together, the students' enthusiasm for speaking in class increases, and many students can be seen taking the initiative to speak. At the same time, the accuracy of the reading questions asked by the teacher in class has also improved. However, in the actual teaching process, the teacher's modal collocation is sometimes unreasonable, and we should be aware that if the number of modalities used is too large, it may hinder learning. This is because the difficulty of modal recognition increases, students' attention is affected, and the use of more modalities can also distract them. Therefore, it is recommended that the number of modalities used should not exceed three per modal communication. the use of multimodal inputs requires more time and effort, so effective control is essential. It is necessary to consciously cultivate students' multi-modal reading and writing skills, so that students can adapt to multimodal teaching, better understand the meaning of modalities, and select key information of modalities for absorption, so as to improve learning efficiency.

4.3 Result and Discuss of the Interview

The interviews in this study will be conducted from both the perspective of students and teachers.

4.3.1 Student Interview

In this study, 6 students were interviewed, according to the results of the interview, most of the students expressed support and preference for the multimodal English reading teaching model. the combination of multimodal resources in the multimodal English reading teaching mode mobilizes students' visual, auditory, tactile and other senses, which is easier to stimulate students' learning enthusiasm and initiative than single-modality. the multimodal reading teaching mode makes good use of multimedia and network resources to create more realistic

situations, which is conducive to students' "immersive" experience and application of English. At the same time, the multimodal English classroom flexibly designs a variety of teaching activities, such as role-playing, online survey.

4.3.2 Teacher Interview

In this study, the author interviewed 3 five grade English teachers, the three teachers said that this model is very interesting, and according to their observations, students are more motivated to participate in class, and the long-term participation in the class is conducive to improving students' interest in English learning. But at the same time, she also said that because a teacher leads 3-4 classes, and the average class time is 15 times a week, there is not so much time to carefully design an English lesson, and there is not so much time to make PPT. According to the results of the interview, it can be seen that teachers affirm and support the multimodal English teaching model, and believe that this teaching mode is conducive to the improvement of students' interest in English learning and improves students' enthusiasm for learning. Although teachers usually use multimedia such as PowerPoint presentations or Xiwo whiteboards, they do not understand what multimodal discourse analysis theory is. Teachers also do not have a clear understanding of the cultivation of reading ability and the way to teach reading, and they still follow the traditional textbook-based teaching mode of reading instruction, and most of the time they still use blackboards and oral explanations. At the same time, teachers do not really cultivate students' reading ability, but still use exams as a benchmark and teach certain question-making skills to cope with exams. In the teaching of reading, teachers seldom teach reading skills, and generally believe that students can read better by learning new words, but do not guide students

to guess and understand the meaning of words according to the context. From the above, it can be seen that the teaching philosophy of teachers is relatively backward, the teaching methods and methods are relatively simple, and the teaching and research ability of teachers needs to be improved. It can be seen that the overall educational environment and policies of the school also have a greater impact on English teaching. Schools are equipped with relatively complete multimedia equipment, but due to various subjective and objective factors such as teachers and policies, the value of multimedia equipment has not really been utilized and realized.

5. CONCLUSION

To sum up, the author puts forward some suggestions for teachers to carry out multimodal teaching, which is more conducive to the development of students' English proficiency. This study is the author's preliminary attempt to use multimodal reading teaching in primary school English reading teaching. Although there are references for teaching English reading in primary schools, there are some limitations.

REFERENCES

- [1] Bottomley, A. (1996). Group Cognitive Behavioural Therapy Interventions with Cancer Patients: A Review of the Literature. *European Journal of Cancer Cure*, 5(3), 143–146.
- [2] Forceville, C. J. (2009). Multimodal Metaphor. *Journal of Pragmatics*, 39(6), 1235–1238.
- [3] Halliday, M. A. K. (1978). *Language as a Social Semiotic*. Edward Arnold.
- [4] Jewitt, C. (2002). the Move From Page to Screen: the Multimodal Reshaping of School English. *London Visual Communication*, 1(2), 4–5.

The Problems and Countermeasures in Human Resource Management of Small and Medium-Sized Manufacturing Enterprises

Zhao Chunyan¹, Jacqueline Tham², Ali Khatibi²

¹Wuxi Taihu University, School of Health and Nursing, Wuxi City, Jiangsu Province, China

²Postgraduate Centre (Pgc), Management and Science University, Malaysia. University Drive, Off Persiaran Olahraga, 40100 Shah Alam, Selangor, Malaysia

Abstract: Under the background of market economy, the manufacturing industry has developed rapidly, with small and medium-sized enterprises accounting for a large proportion. the market competition in the manufacturing industry is very fierce, and the comprehensive strength of small and medium-sized manufacturing enterprises is relatively weak, resulting in insufficient market competitiveness. At present, many small and medium-sized manufacturing enterprises are paying more attention to human resource management. Strengthening human resource management can help improve competitiveness and promote sustainable development of enterprises. However, from the actual situation, small and medium-sized manufacturing enterprises have certain problems in human resource management, such as insufficient attention and lack of a scientific and reasonable salary system. Based on this, the following text will explore the issues and countermeasures of human resource management in small and medium-sized manufacturing enterprises.

Keywords: Small and medium-sized manufacturing Enterprises; Human resource management; Problem; Countermeasure

1. ISSUES IN HUMAN RESOURCE MANAGEMENT IN SMALL AND MEDIUM-SIZED MANUFACTURING ENTERPRISES

1.1 Insufficient understanding of human resource management

In the current era, many small and medium-sized manufacturing enterprises have a problem of insufficient understanding in human resource management, which is

manifested in still equating human resource management with personnel management activities. Traditional personnel activities are relatively single, while human resource management is a comprehensive concept that includes multiple aspects such as human resource strategic planning, performance evaluation, and personnel training, which is of great help in improving the utilization of human resources within the enterprise. However, due to insufficient understanding by enterprises, the role of human resource management within the enterprise cannot be fully utilized, and its specific role is still equivalent to traditional personnel management.

1.2 Unreasonable employee structure

Through human resource management, it helps to optimize the employee structure within the enterprise, so that every employee can be in a matching job position. However, many small and medium-sized manufacturing enterprises face the problem of an unreasonable employee structure. In the current era, the pressure of market competition is high, posing new challenges to the development of enterprises. However, due to insufficient human resource management within the enterprise, the employee structure has not been reasonably optimized, resulting in some employees being in mismatched positions. Over time, this can easily lead to serious employee turnover problems. Moreover, many small and medium-sized manufacturing enterprises face the problem of lacking intermediate and senior skilled workers, which is not conducive to their future development.

1.3 Lack of effective employee training

The reason why some large manufacturing enterprises can maintain sustainable development in fierce market competition is closely related to their scientific and reasonable human resource management system. In human resource management, employee training is a key task that actively helps to continuously improve employee quality, production efficiency, and quality. Compared to large enterprises, small and medium-sized enterprises lack relevant experience in employee training, such as a lack of a comprehensive training system and a single training content; At the same time, many small and medium-sized enterprises place too much emphasis on short-term benefits and fail to increase investment in employee training, which can eventually lead to market elimination.

1.4 Lack of motivation in salary management

In the current era, the needs of the general public are becoming more diverse. Some enterprises can follow the changes of the times in human resource management, gradually improve their salary structure, implement multiple incentive measures, and help improve employee work enthusiasm. However, many small and medium-sized enterprises have weak overall strength and require cost control, often resulting in a lack of incentive in salary management; Even many small and medium-sized enterprises fail to pay salaries based on actual work situations, which can easily affect employee motivation and even lead to a large number of employee turnover.

2. ANALYSIS OF COUNTERMEASURES TO SOLVE HUMAN RESOURCE MANAGEMENT PROBLEMS IN SMALL AND MEDIUM-SIZED MANUFACTURING ENTERPRISES

2.1 Update concepts and deepen understanding of human resource management

In the manufacturing industry, small and medium-sized enterprises account for a relatively large proportion, and their market competition is particularly fierce. Human resource management is an important way for them to improve their competitiveness. From the previous analysis, it can be seen that many

small and medium-sized manufacturing enterprises have insufficient understanding of human resource management, equating it with traditional personnel management and failing to fully utilize the true role of human resource management. At present, under the concept of human resource management, emphasis is placed on adopting humanized management, treating employees as resources of the enterprise, and guiding them to realize their value while meeting their needs as much as possible. the competition in the manufacturing industry is extremely fierce. If small and medium-sized enterprises want to continue to grow and strengthen in the future, the leadership must correct their misconceptions, deeply understand human resource management, deeply understand the role and significance of human resource management, and gradually develop human resource strategic plans that are tailored to the actual situation of the enterprise.

2.2 Optimize human resource structure

For small and medium-sized manufacturing enterprises, a reasonable employee structure is crucial as it can improve production efficiency and quality, allowing every employee to shine and shine in their matching positions. Based on this, current small and medium-sized manufacturing enterprises must attach importance to optimizing their human resource structure. They need to incorporate job analysis from various aspects such as recruitment, performance, and training, and use job analysis to comprehensively evaluate the personal situation of employees. Based on this, they can match suitable positions for employees and ensure that job matching is achieved. Not only that, but also a rotation system can be implemented among ordinary employees, with regular job rotations to enhance their work enthusiasm and facilitate some employees to quickly find their positions; In addition, middle and senior skilled workers are the backbone of enterprises. Enterprises can increase capital investment, recruit from universities and society, improve salary and benefits, and have a scientific promotion mechanism to attract outstanding talents.

2.3 Establish a training system aimed at human resource development

Under the concept of human resource management, treating employees as resources

through employee training and optimizing employee structure are all reasonable applications of human resources. In the future development period, small and medium-sized manufacturing enterprises should continue to focus on human resource development, continuously optimize innovative training systems, and provide more high-quality talents for the enterprise. The human resources management department needs to develop a training system that fits the characteristics of the enterprise based on its current situation, development trends, and industry situation, ensuring overall relevance and systematicity to meet the needs of the enterprise. Not only that, but it is also necessary to continuously optimize and improve the training system in future development, so that it can always be in line with the development situation of the enterprise.

2.4 Establish a comprehensive salary management system

Small and medium-sized manufacturing enterprises also need to attach importance to establishing a sound salary management system in human resource management, in order to play their motivating role. Nowadays, more and more enterprises are paying attention to human resource management and building a scientific and reasonable salary management system. This is an important prerequisite for promoting the improvement of human resource management level and can also promote sustainable development of enterprises. At present, enterprises need to strengthen their attention from two aspects: compensation and intrinsic compensation. In terms of compensation, it is necessary to try to fit the current situation of the industry and ensure that it is not lower than the average level; For example, in terms of internal compensation, some incentive systems can be established, such as quarterly and annual evaluations, and material rewards should be given to outstanding employees; At the same time, the management department also needs to deeply implement the concept of "humanization" to make employee

management more in line with their own situation.

3. CONCLUSION

The manufacturing industry has experienced rapid development in recent years, with the introduction of many advanced technologies, significantly improving production quality and efficiency. Small and medium-sized enterprises are an important component of the manufacturing industry, and in their future development, they should continue to pay attention to the role of human resource management and fully deepen their understanding of the concept of human resource management. From the analysis in this article, it can be seen that many small and medium-sized manufacturing enterprises have shortcomings in human resource management, to the extent that they have not fully utilized the role of human resource management. In this article, several solutions are proposed, such as updating concepts, optimizing human resource structure, establishing a training system for human resource development, improving salary management system, etc. It is believed that with the help of the above measures, it is beneficial to improve the human resource management level of small and medium-sized manufacturing enterprises and promote sustainable development.

REFERENCE

- [1] Yue Xiuhong the Application of Two Factor Theory in Human Resource Management of Feed Enterprises [J]. Chinese Feed, 2023, (08):90-93
- [2] Chen Fangshu Research on the Optimization of Incentive Mechanism for Frontline Employees of F Company's Post-90s Generation Based on Psychological Contract [D]. Henan University, 2022
- [3] Dong Biao Research on the influencing factors and improvement strategies of employee turnover in TF Technology Company [D]. Xi'an University of Architecture and Technology, 2022

Exploration of Innovative Standards for Student Education Management in Vocational Colleges

Zheng Tang

Zibo Vocational Institute, Zibo, Shandong, 255314, China

Abstract: With the rapid development of the times, society's demand for talents is increasing, posing new challenges to education and teaching work. Vocational colleges can provide technical and skilled talents for various industries, but in the current new era, high talent requirements have had a significant impact on the education management of vocational college students. Moreover, based on the actual situation, the original education management model can no longer effectively adapt to the current situation. It is necessary to deeply optimize and innovate education management work to make it more in line with the current situation and future development trends of vocational colleges. Based on this, this article will explore and analyze the innovation of standards for student education management in vocational colleges.

Keywords: Vocational Colleges; Student Education Management; Standard Innovation; Strategy

1. INTRODUCTION

In vocational colleges, student education management is complex and systematic, which is of great significance for promoting healthy growth and self-development of students. It involves multiple aspects such as psychology, behavior, life, safety, etc. With the rapid development of society, coupled with the impact of new technologies such as the Internet, new requirements have been put forward for the management of student education in higher vocational colleges. At the same time, there are also new opportunities. Education management departments need to deeply combine the current situation, optimize and innovate the standards of student

education management, and improve the overall service level and management quality.

2. ADVANTAGES OF INNOVATIVE STANDARDS FOR STUDENT EDUCATION MANAGEMENT IN VOCATIONAL COLLEGES

2.1 Strengthening the timeliness of student management work

In the context of modernization and rapid social development, vocational colleges, as an important component of the education system, face certain problems in innovating standards for student education management. Due to various factors, coupled with the insufficient management ideas and models of the student education management department, there is a lag in student education management work, which cannot guarantee management efficiency and quality, and is not conducive to improving the level of student education management. With the promotion and implementation of the "Three Comprehensive Education" concept, it has brought assistance to the optimization of student education management work. Currently, vocational colleges have deeply optimized the student education management mode based on the "Three Comprehensive Education" concept, making the educational management concept of colleges more in line with the times. This can be combined with the concept to optimize management direction and objectives, which has a positive significance in preventing problems such as non cooperation and management conflicts among students in management work. Moreover, carrying out student education management based on the concept of "comprehensive education" can effectively bridge the gap between teachers and students and facilitate more

communication between them. Overall, this plays an important role in improving the timeliness of student education management in universities.

2.2 Enhancing the Innovation of Education Management Work

Under traditional management concepts and models, the entire student education management work lags behind and cannot keep up with the current situation. Innovating the standards for student education management has a positive significance in addressing its lagging issues. From the perspective of the new era, one of the main improvement directions for student education management in vocational colleges is to enhance innovation and foresight, ensuring that student education management can stay at the forefront and closely align with the current situation. For example, with the rapid development of information technology, students have a deep understanding of the application of such new technologies. the management of student education can be optimized and improved based on information technology, such as understanding student preferences through multimedia technology, self media platforms, etc. It can also use such online platforms to carry out student education management work, innovate management methods, and make student education management more diversified, This is of great help in improving the level of learning and life management; Secondly, in terms of the physical and mental health of students, attention should be paid to connecting various management practices and deeply implementing the concept of comprehensive education. In short, at present, attention should be paid to improving the innovation and foresight of student education management work through the innovation of student education management standards, in order to meet the student management needs of schools.

3. INNOVATIVE STRATEGIES FOR STUDENT EDUCATION MANAGEMENT STANDARDS IN VOCATIONAL COLLEGES

3.1 Emphasize the transformation of student education management concepts

In the current new era, new requirements and challenges have been put forward for the management of student education in vocational colleges. It is necessary to optimize and innovate the standards of student education management to enhance its adaptability. In the traditional student education management model, there are relatively few participants, mainly teachers and managers, which makes the starting point of the entire education management work relatively small and therefore has certain limitations. With the introduction and application of the concept of comprehensive education, in the management of student education in vocational colleges, attention should be paid to the participation of all staff. In addition to teachers and managers, party organizations, party members and cadres, decision-makers, and students should all participate, obtain different opinions or suggestions from different groups, and then build a more complete and diversified system for student education management.

In the innovation of work philosophy, emphasis should be placed on implementing "two-way evaluation" to replace traditional "one-way evaluation". In the "two-way evaluation", it is necessary for teachers and party members to participate together, especially with improving teaching quality and effectiveness as the primary task. During the evaluation period, management strategies or proposals proposed by the management department should be evaluated to confirm whether they meet current and future educational needs. Teachers are the main participants in educational work and can better clarify educational needs from the perspective of students, thereby providing opinions or suggestions on the approval of management proposals and strategies. Moreover, in some core educational decisions, teachers should also be invited to participate in evaluations, which is of great significance for improving the quality of education. In addition, party members and cadres also played an important role in the entire evaluation process. Compared to teachers, party members and cadres have higher political sensitivity and can consider issues from a global perspective and provide suggestions. Therefore, in two-way evaluation, the participation of teachers and

party members and cadres can play a complementary and collaborative role. Overall, in the management of student education in vocational colleges, teachers and party members and cadres should continue to strengthen cooperation, and also have a long-term understanding and analysis of student education needs and educational management plans, in order to facilitate dynamic adjustments.

3.2 Emphasizing the Practice of Education Management for Students throughout the Whole Process

In the innovation of standards for student education management in vocational colleges, emphasis should be placed on practical education management work. To achieve this, we can establish and implement a service-oriented management goal for full process management, deeply refine management work, make it more in line with the current situation of students, and continuously improve the standardization of management. Firstly, it should be oriented towards the employment of students, and based on this direction, education management needs analysis should be conducted to develop more scientific and reasonable management measures. Diversified evaluations and analyses can also be conducted based on this; In the entire education management work, it is not only necessary for all staff to participate, but also to carry out full staff monitoring and supervision, in order to timely discover and solve problems. In addition, the application of information technology can be strengthened to improve the informatization level of educational management work, in order to improve the efficiency of information communication and enhance the timeliness of educational management work.

3.3 Establish a comprehensive big data education management mechanism

In addition to the above two aspects, a sound big data education management mechanism should also be established. At present, information technology is developing rapidly, and big data technology has been applied in multiple industry fields. Through the application of big data technology, complex and massive data can be quickly collected, organized, and analyzed. If it is used in the management of student education in

vocational colleges, it can further improve efficiency and level. Therefore, a big data education management mechanism should be established within vocational colleges to form a comprehensive big data education management system. At the same time, strict constraints should be imposed on the behavior of all managers involved in student education management to prevent data leakage or loss, in order to ensure the reliability, accuracy, and integrity of data. Secondly, it is necessary to establish a dedicated department during the application of big data to carry out student management work through big data technology, form unified management, and use the advantages of big data technology to provide assistance for student education management work, and continuously innovate new models.

4. CONCLUSION

At present, the management of student education in vocational colleges is facing significant challenges, especially in terms of paying attention to the standards of student education management and optimizing and innovating them. In this article, we delve into the advantages of standard innovation in student education management, and propose relevant strategies from changing the concept of student education management, emphasizing the working time of the entire process of education management, and establishing a sound big data education management mechanism. We hope to provide assistance in improving the level of student education management in vocational colleges.

REFERENCE

- [1] Xu Shiqiang Research on Optimization Strategies for Informationization of Student Management in Universities [J]. China New Communications, 2022, 24(18):73-75
- [2] Chen Jiani Cultivation of employability of vocational college students under the Internet background [J]. Journal of Xinjiang Vocational University, 2022, 30(03):39-42
- [3] Lusha Sha, Dan Mingjie Research on Innovation in Student Education Management in Vocational Colleges in the Information Age [J]. Technology Perspective, 2021, (25):170-171

[4] Yao Qinghao, Li Man, Zhang Jiameng Innovative Practice and Exploration of Group Collaborative Learning in Student Education Management in Vocational Colleges [J]. Journal of Shandong Vocational and Technical College of Commerce, 2018, 18(04):41-46+62

[5] Liu Ying Innovative research on student education management in vocational colleges based on cloud platforms [J]. Think Tank Era, 2017, (10):122+124

On the Usage of Eye Drops

Sun Yong

Zibo Hospital of traditional Chinese Medicine, Zibo, Shandong, 255300, China

Abstract: Eye drops are one of the most commonly used treatment methods in ophthalmology, and the correct use plays a crucial role in the successful treatment of eye diseases. However, the use of eye drops requires attention, and improper use can have adverse effects, so it is important to use eye drops correctly.

Keywords: Eye Drops; Usage

1. COMMON EYE TREATMENT DRUGS

1.1 Common dosage forms for eye medication

1.1.1 Aqueous solution: For example, this dosage form of medication can be directly dropped into the eyes.

1.1.2 Tablets and powders: For example, Bai Nei Ting, Zhu Yi San, etc., in order to improve the stability and efficacy of this dosage form of drugs, these drugs are made into tablets or powders. When using, the tablets and powders must be fully dissolved in the solvent before eye drops.

1.1.3 Eye ointment

Made with Vaseline as the matrix, if used together with eye drops, it is insoluble in water and oil, making it difficult to achieve results. Therefore, the simultaneous use of eye drops and eye ointment should be avoided. Because the eye ointment is easy to paste the eyes and affect the vision, it should be used before going to bed.

1.1.4 Controlled release ophthalmic drugs

Making traditional chloramphenicol eye drops into controlled release eye drops can also have systemic effects after absorption by the eyes, and can avoid the first pass effect of traditional drug injection or oral administration, similar to intravenous administration. Controlled release eye drops have clinical efficacy several times better than traditional eye drops.

1.2 Common eye drops

1.2.1 Artificial tears

Artificial tears mimic human physiological tears and can replenish moisture to the eyes, moisten the surface of the eyes, and produce a viscous solution covering the surface of the eyes, thereby protecting the eyes and improving dryness, discomfort, and foreign body sensation. There are two types of artificial tears: aqueous and gel. the aqueous artificial tears have a short retention time on the eye surface and need to be used frequently; the gel like artificial tears have a high viscosity, which can increase the stay time in the eyes and reduce the frequency of medication.

1.2.2 Eye drops containing moisturizing nutrients

This type of eye drops has the effects of cooling and relieving itching, relieving visual fatigue, promoting eye nutrition, and keeping the eyes moist. Its significant advantage is that it can alleviate discomfort such as dryness, astringency, itching, pain, bloating, and foreign body sensation in the eyes. Due to different brands, the moisture content of this type of eye drops varies. It is necessary to choose a suitable one based on the specific characteristics of your eyes.

1.2.3 Eye drops containing antibiotics

This type of eye drops has a better therapeutic effect on bacterial infections. Generally used for trachoma, conjunctivitis, keratitis, eyelid inflammation, etc. the advantage is that it has strong bactericidal ability and can fight against eye infections.

1.2.4 Eye drops containing glucocorticoids

This type of medication has good anti-inflammatory effects and can be combined with antibiotic eye medication for conjunctivitis, keratitis, scleritis, superficial scleritis, iridocyclitis, postoperative inflammation, etc. Its significant advantage is its strong anti-inflammatory ability, and the inflammation is eliminated quickly after being dropped into the eyes.

2. COMMON EYE DISEASES

Eye diseases, such as blepharitis, are often treated with eye drops and ointment. However, if these drugs are not properly stored and used, not only will they not have therapeutic effects, but sometimes they can also cause damage to the eyes. In addition, there are many types of health eye drops, each with different ingredients and effects. Improper use of these drugs can also cause adverse consequences, such as decreased vision and even the risk of blindness.

3. CORRECT USE OF EYE DROPS

3.1 Medication should be symptomatic

Before using eye drops, it is necessary to confirm that the targeted eye drops are being used and understand the correct usage method and dosage. Eye drops should not be used indiscriminately. If you feel uncomfortable with your eyes, you should first go to the ophthalmology department of the hospital for diagnosis. After a clear diagnosis is made, you can follow the doctor's advice to take medication. Arbitrary abuse can easily lead to drug-induced dry eye syndrome, steroid induced glaucoma, and even imbalance of the eye microbiota, resulting in drug resistance.

3.2 Scientific operating methods

Before using eye drops, wash your hands and wipe off any secretions in the eyes with a disinfectant cotton swab to avoid diluting the concentration of the medication. When dropping medication, the head should be tilted back or lying flat, the lower eyelid should be pulled down by hand, the eyes should be looked up, the dropper should be placed close to the eyes, do not touch the eyes, and drip eye drops. Be careful not to directly drop the medication onto the black eyeballs to avoid eye irritation and blink reactions. Immediately after using eye drops, press the inner canthus of the nose with your fingers or cotton balls for 2-3 minutes to prevent the medication from entering the nasal cavity through the nasolacrimal duct and being absorbed by the nasal mucosa, causing varying degrees of poisoning symptoms. It can also prevent eye drops from flowing into the throat through the nasolacrimal duct, stimulating the gastrointestinal tract and causing adverse reactions. Eye ointment should be applied before bedtime at night to prevent blurred

vision during the day and affecting work and life. It can also ensure the concentration of medication in the conjunctiva at night. Some eye drops can cause dilation of the pupils after use, leading to blurred vision and affecting work and learning. They should be used before bedtime. Eye drops containing vitamin A should also be used at night, as strong sunlight during the day can cause vitamin A to deteriorate and become ineffective.

3.3 Posture for using eye drops

When using eye drops, it is advisable to sit with your head tilted back and your eyes pointing towards the head. Babies or children can lie flat with their eyes open or closed. When opening, they should be directed towards the head, or an attention grabbing toy can be placed towards the head. Place the medicine bottle vertically downwards, with the bottle mouth about two centimeters away from the eyes. Be sure not to let the bottle mouth come into contact with the eyelids and eyelashes to prevent contamination of the medicine bottle. Also, be sure to wash your hands before administering medication to avoid infection through finger contact.

3.4 Use as soon as possible after opening

Some eye drops cannot be used again after being unsealed for more than one month. Even if they are well preserved, they should be discarded within three months after being unsealed. Once the eye drops show sediment or discoloration that was not present before, they should not be used again. Eye drops should be stored in a closed, cool, and dark place. Because temperature, light, and time are the three major factors that affect its efficacy, they can accelerate drug decomposition and render it ineffective. To ensure the efficacy of the medication, it is best to refrigerate it in the refrigerator. Such as pilocarpine eye drops, etc.

3.5 Mixed use with an interval of 5-10 minutes

Use two or more types of eye drops simultaneously, with a minimum interval of 5 minutes between the drops entering the eyelids. Due to the different components contained in various eye drops, if dropped into the eye at the same time, it may cause mutual cancellation of efficacy or chemical reactions, resulting in unnecessary damage to the eyes. If you need to use both eye drops and eye

ointment at the same time, you should first use the eye drops and then use the eye ointment.

3.6 Gently press the inner corner of the eye and the root of the nasal bridge

Many people have experienced the sensation of liquid medicine in their mouths after completing eye drops. This is because the human eye has a drainage system that flows through the lacrimal duct, common lacrimal duct, lacrimal sac, and nasolacrimal duct to the nasal cavity and oral cavity, and is swallowed through swallowing. Therefore, after administering eye drops, gently pressing the inner corner of the eye and the root of the nasal bridge with your fingers can prolong the time the eye drops stay in the eye. Some drugs with systemic effects, such as dilated pupils, require pressing the inner corner of the eye for 3-5 minutes to prevent excessive medication from flowing into the nose and mouth, causing systemic side effects. After using dilated pupil medication, even if there are side effects such as blushing and fever, there is no need to panic. Drinking more water can promote drug metabolism.

3.7 The dosage of medication should be appropriate

Before use, carefully read the instructions for the eye drops, and there should be a gap between the number of times they are dropped into the eyelids every day. It is best to evenly distribute the time of the day, with evenly

spaced intervals for better results. 1-2 drops of eye drops each time, squeeze out about 1cm of the ointment. After medication, gently close both eyes and wipe off any spilled eye drops (ointment) or tears.

3.8 Other issues to be noted

Women who have applied makeup must avoid touching the eyelids and eyelashes with the bottle mouth when using eye drops, in order to prevent the chemical components of the cosmetics from contaminating the solution and causing inflammation when dropped into the eyes. Infants and young children should avoid using atropine and chloramphenicol eye drops as much as possible; Hypertensive patients should be cautious when using eye drops of neomycin and adrenaline; Glaucoma patients should avoid abusing eye drops; Atropine eye drops are mainly used to treat refractive errors, mydriasis and optometry, as well as to treat iridocyclitis and deep keratitis. However, they should not be used in glaucoma patients, and elderly patients should also use them with caution.

REFERENCES

- [1] the correct use of eye drops [J]. Chinese Journal of Optics Science and Technology, 2018, (14):95.
- [2] Deng Zifeng. Correct usage of eye drops [J]. Health Guide, 2015, 21(02):37.

The Application of Incentive Mechanisms in Hospital Human Resource Management

An Jing

Zibo Hospital of traditional Chinese Medicine, Zibo, Shandong, 255300, China

Abstract: The application of incentive mechanisms in hospital human resource management has played a positive role in optimizing hospital human resource management. This article analyzes the application of incentive mechanisms in hospital human resource management, proposes the role of incentive mechanisms in human resource management, and combines practice to propose specific application paths and guarantee strategies of incentive mechanisms in human resource management. By studying the specific application of hospital human resource management, it promotes the implementation and promotion of incentive mechanisms in hospital human resource management.

Keywords: Incentive Mechanism; Hospitals; Human Resource Management

1. INTRODUCTION

Hospital human resource management is the core work of hospital management. Only by arranging human resources reasonably and fully tapping into their potential can we ensure the effective implementation of various hospital work. Through the analysis of hospital human resource management practices, it is found that traditional human resource management has problems such as low management efficiency and unreasonable management methods, resulting in uneven distribution of hospital human resources and insufficient potential for human resource development, which directly affects the effective promotion of various hospital work. Therefore, the reform of hospital human resources is imperative. At present, in the process of human resource management reform, many hospitals in China have proposed the application of incentive mechanisms in human resource management reform to improve the quality and efficiency

of work, which is conducive to talent cultivation.

2. THE CONNOTATION OF INCENTIVE MECHANISMS

Incentive mechanism refers to a series of measures and methods adopted by an organization to stimulate employee enthusiasm, improve work motivation, and improve work performance. It aims to provide attractive rewards and incentives to make employees more engaged and work harder, thereby achieving organizational goals.

3. THE PROBLEMS IN THE INCENTIVE MECHANISM OF HOSPITAL HUMAN RESOURCES

3.1 Lack of incentive mechanisms for hospital human resources

Human resources are an important support for enhancing the core strength of hospitals. At present, as a public institution, the salary and benefits of hospitals are mainly adjusted according to the regulations of the personnel department on the appointment of professional titles. the performance evaluation policy and salary and benefits of hospitals are relatively stable, but among employees with outstanding work performance and significant contribution value, the material incentive effect is limited, which to some extent affects the enthusiasm and initiative of employees, thereby restricting the innovative development of work. In terms of motivating spirit, there is a lack of people-oriented thinking, and more emphasis is placed on the economic and social benefits of hospitals, with insufficient attention and emphasis on employees. the personnel composition of the hospital mainly includes administrative personnel, professional technical personnel, logistics personnel, etc. Some job positions lack effective measurement criteria, making it

difficult to evaluate the job effectiveness of staff.

3.2 The incentive form of hospital human resources is single

A single form of incentive is the key to affecting the effectiveness of hospital human resource management. Diversified forms of motivation can effectively enhance the enthusiasm and initiative of hospital employees. However, the current situation of hospital human resource management is that most hospitals use methods such as promotion and reuse, professional title promotion, salary and benefits to motivate employees. Although this type of material incentive can achieve management effects to a certain extent, a long-term, single form of incentive will make employees accustomed to the content of incentives, and on the other hand, it does not meet employees' expectations for career development, skill improvement, vacation adjustments, etc., making it difficult to improve their enthusiasm and performance level.

3.3 Difficulty in attracting and enhancing high-level talents in hospitals

As for hospitals, high-level talents mainly refer to academic leaders and subject leaders who play a leading or backbone role in a certain discipline, and are the core force of medical knowledge and technological innovation. For a long time, due to the influence of the fixed proportion of job positions and the insufficient introduction of high-level talents, the development and construction of hospital disciplines have been hindered, resulting in a gap in talent echelon construction and difficulties in the evaluation and appointment of professional and technical positions for high-level talents. the hospital talent incentive mechanism has problems such as insufficient number of positions and unreasonable proportion of position structure, which affects employee satisfaction and forms an unbalanced state of talent incentive mechanism. Due to the lack of scientific and effective talent incentive measures, the planning and development of hospitals are constrained, making it difficult to form a good talent incentive atmosphere. For hospitals that focus mainly on professional technology, it is also difficult to attract high-level talents, which restricts the development of the hospital.

4. IMPROVEMENT MEASURES OF INCENTIVE MECHANISMS IN HOSPITAL HUMAN RESOURCE MANAGEMENT

4.1 Building an incentive mechanism system for hospital human resource management

Building a sound human resource management system is the foundation and prerequisite for improving the quality of human resource management and mobilizing employee enthusiasm. At present, the human resource management system of some hospitals is not yet perfect, which not only fails to achieve the effect of regulating employee behavior in human resource management, but also makes it difficult to improve employee work enthusiasm. Therefore, in order to stimulate the enthusiasm of employees and improve the quality and efficiency of medical work, hospitals must innovate and improve the human resource management system. Firstly, in hospital human resource management, it is not only important to value employees on the payroll, but also to include non staff members in the management, so that they can enjoy the same benefits and improve their work enthusiasm. Secondly, hospitals should establish a scientific salary management system to ensure fairness and impartiality in salary distribution. Finally, when establishing incentive mechanisms, hospitals should proactively understand the personal needs of employees, establish diversified incentive mechanisms, and ensure that the incentive content is consistent with the needs of employees in order to effectively stimulate their enthusiasm.

4.2 Enriching incentive forms for hospital human resource management

Rich forms of incentives can stimulate employee motivation and ensure the smooth implementation of hospital human resource management. When establishing incentive mechanisms, hospitals should fully consider the professional abilities and incentive needs of employees, ensure that the form and content of incentives can meet the expectations of personnel in different positions, and effectively achieve incentive effects. By improving individual performance levels, the overall quality of hospital services can be

achieved, giving hospitals an advantage in market competition. In addition, hospitals can strengthen their attention to long-term incentive forms such as promotion and continuing education based on their actual situation. This not only affirms the past contributions and achievements of employees, but also effectively improves their professional level and work ability. By assigning them greater responsibilities and more important tasks, they can enhance their sense of gain and realize their true self value, and achieve long-term motivation for talents from within. In hospital human resource management, incentive management is a very important content. It can not only effectively mobilize the enthusiasm and work enthusiasm of employees, improve work efficiency and quality, but also effectively standardize medical services and improve the level of hospital human resource management construction. Therefore, hospitals should strengthen their learning, enhance their awareness of scientific management, and build a sound human resource management system. Through a comprehensive promotion mechanism, assessment system, and rich incentive forms, the incentive mechanism should play its due value and advantages, thereby improving the level of medical services in hospitals and promoting their sustainable and healthy development.

4.3 Improve the talent introduction mechanism in hospitals

Talent introduction refers to the recruitment of urgently needed professional talents through external recruitment, providing talent support

and innovative strength for the development of the unit. In talent introduction work, it is necessary to fully integrate the hospital's development strategy, formulate talent introduction goals based on human resource planning, scientifically and reasonably determine talent introduction conditions, attract talents suitable for the hospital, do a good job in talent positions suitable for the hospital, and maximize the role of talents. In talent introduction, material rewards should be combined with spiritual rewards, and reasonable salary standards, performance evaluation standards, and career development plans should be formulated. Carry out follow-up service work after talent introduction, improve talent service level, enhance talent satisfaction, timely solve problems faced by talent introduction, solve problems faced by talent development, adhere to problem orientation, solve difficulties in talent introduction, create a full process management model for talent introduction, and continuously improve the talent introduction mechanism.

REFERENCES

- [1] Yang Longteng. Analysis of the Application of Incentive Mechanisms in Hospital Human Resource Management [J]. *Technology and Market*, 2024, 31(01):161-164
- [2] Huang Yuanyi. Analysis of the Application of Incentive Mechanisms in Human Resource Management [J]. *Old Brand Marketing*, 2023, (24):181-183

Teaching Reform and Practice of New Energy Vehicle Technology Major Based on Vocational Skills Competition

JiaBin Li

Zibo Vocational Institute, Zibo, Shandong, 255314, China

Abstract: Vocational education is an important component of China's professional composite talent training system, which has made tremendous contributions to the development of society and economy. Therefore, ensuring the rationality and scientificity of vocational education is of great significance and value. At present, vocational education has implemented a comprehensive teaching reform plan to meet the demand for talents in society. This has optimized the talent training system to a certain extent, improved the teaching mechanism of professional courses, and provided strong support for the development of vocational education. This article provides a detailed analysis and in-depth exploration of the teaching reform of the new energy vehicle technology major in vocational skills competitions, with the aim of sharing and exchanging ideas with relevant education and teaching workers.

Keywords: Vocational Education; Skills Competition; "Promoting Learning Through Competitions"; Teaching Reform Strategies

1. INTRODUCTION

The core of implementing vocational education reform based on skill competitions is to promote learning through competitions, teaching through competitions, and the combination of competitions and education. It mainly provides good practical opportunities for vocational college students in the form of skill competitions, thereby improving their professional abilities. The traditional teaching of new energy vehicle technology in vocational colleges is limited by factors such as teaching ideas and training venues. Students generally have a good grasp of theoretical knowledge, but relatively weak practical skills and abilities. Moreover,

students clearly lack practical interest and enthusiasm, making it difficult for them to form a comprehensive literacy that adapts to their own and social development. Based on this, the teaching reform of the new energy vehicle technology major in vocational colleges should adopt scientific measures to integrate skill competitions into teaching, ensuring that each student can improve their mastery of new energy vehicle technology by participating in skill competitions, accumulate rich practical experience in new energy vehicle technology, and lay a solid foundation for later career development.

2. the positive role of conducting skill competitions in the teaching of new energy vehicle technology majors

The application of skill competitions in vocational education can create many beneficial teaching values and advantages, which is one of the main paths for implementing teaching reform in vocational education. From the perspective of teaching reform in the field of new energy vehicle technology, this article elaborates on the positive effects of promoting learning through competition, teaching through competition, and the combination of competition and education

2.1 Beneficial for improving students' professional abilities

Students' professional abilities cannot be evaluated solely through theoretical knowledge testing, but rather through testing whether they can transform theoretical knowledge into practical applications. Therefore, in order to improve students' professional abilities, practical teaching and training must be emphasized. The reform of teaching in the field of new energy vehicle

technology relies on skill competitions, which can provide students with a good practical platform. Through participating in skill competitions, students can accumulate practical experience, apply theoretical knowledge and technology, and exercise practical operations. This will lay a solid foundation for the development of their professional abilities.

2.2 Beneficial for stimulating students' interest in learning

Learning interest is a learning quality that students must form in long-term learning. With the support of learning interest, students have a stronger awareness and ability of self-directed learning, which can naturally help them better master knowledge and skills. In traditional teaching of new energy vehicle technology, due to the influence of course teaching methods, content and other conditions, many students lack strong interest in professional learning, and some even develop a strong aversion psychology, which will seriously hinder the development of students' professional abilities. Conducting new energy vehicle technology professional teaching in the form of skill competitions is conducive to stimulating students' interest in professional learning. The main reason is that skill competitions provide students with a stage to showcase their talents and abilities, and can provide them with challenging, achievement, and honor learning experiences. Therefore, compared to traditional professional teaching models, students are more willing to participate in skills competitions that are full of novelty and challenge.

3. PROBLEMS IN ORGANIZING TEACHING SKILLS COMPETITIONS FOR NEW ENERGY VEHICLE TECHNOLOGY MAJORS

3.1 Lack of effective attraction in skill competitions

Although some vocational colleges regularly hold skills competitions for new energy vehicle technology majors, due to the lack of a sound competition management system and mechanism, the skills competitions lack effective attraction, and the number of participants is decreasing each time. In this situation, the teaching mode of skills

competitions will be difficult to play its due teaching value. For example, vocational colleges lack funds to hold skills competitions, and there are coping behaviors in terms of competition venues, equipment, reward measures, etc., which naturally makes it difficult for students to take the competition seriously.

3.2 Skills competitions not integrated into the teaching system

The implementation of the integrated teaching model of competition and education in new energy vehicle technology in vocational colleges is not just about holding skills competitions to achieve professional teaching goals, but also about relying on skills competitions to identify weak points in professional teaching and adopting targeted professional teaching reform measures, in order to ensure the scientificity of the integrated teaching model of competition and education. Based on the current teaching situation of the new energy vehicle technology major in vocational colleges, the skill competitions organized by the school have not been integrated into the teaching system. For example, professional teaching cannot develop specific teaching plans based on the actual situation of student skill competitions, resulting in the separation and disconnection between professional teaching and skill competitions.

4. STRATEGIES FOR IMPLEMENTING TEACHING IN THE NEW ENERGY VEHICLE TECHNOLOGY MAJOR THROUGH SKILL COMPETITIONS

4.1 Develop a reasonable skills competition plan

To ensure the organic integration of teaching and skill competitions in the field of new energy vehicle technology, universities should develop a reasonable skill competition plan, which mainly includes the type, content, time, location, participation requirements, selection mechanism, competition rewards, etc. of skill competitions. Vocational colleges can use campus networks, bulletin boards, and other information dissemination methods to announce detailed competition information to students majoring in new energy vehicle technology, facilitating their timely

preparation for participating in skills competitions.

4.2 Encourage teachers and students to collaborate in competitions

Skills competition is a teaching path suitable for the characteristics of vocational education, which can provide students with a platform for practical training. In order to ensure the effectiveness of the integration of competition and education, the teaching reform of new energy vehicle technology majors in vocational colleges needs to advocate and encourage cooperation between teachers and students in organizing skills competitions. Teachers need to provide students with correct guidance in skills competitions, but should not interfere too much with their practical operations. In this way, teachers can observe students' practical performance, understand and master their weak points in professional knowledge or technology, and implement targeted professional teaching strategies after the competition, thereby improving their professional abilities and literacy.

4.3 Strengthen cooperation between schools and enterprises

The school enterprise cooperation education model is the most commonly used talent cultivation path in vocational colleges. Schools integrate the educational resources of social enterprises and provide high-quality learning conditions for vocational college students, such as on-the-job training in enterprises and inviting enterprise masters to provide technical guidance on campus. the teaching reform of the new energy vehicle technology major in vocational colleges can focus on strengthening cooperation between schools and enterprises, inviting enterprises to jointly organize skills competitions, and enterprises can provide sponsorship to schools or appoint representatives to serve as competition judges. In addition, by organizing

skills competitions, enterprises can also select talents that meet the development needs of the enterprise in advance, and provide guidance for the cultivation of professional talents in vocational colleges, thereby achieving the goal of improving the quality of talent cultivation.

5. CONCLUSION

In summary, the teaching reform of the new energy vehicle technology major based on skill competitions is conducive to building a scientific professional talent training system, improving students' professional abilities, and enriching their practical experience. This has played a good foundational role in the future development of students. the previous text mainly proposed teaching reform strategies for new energy vehicle technology majors based on skill competitions from three aspects: formulating reasonable skill competition plans, encouraging teachers and students to cooperate in competitions, and strengthening cooperation between schools and enterprises. It is hoped that these strategies can be helpful for the development of higher vocational education.

REFERENCE

- [1] Li Yang Exploring the Institutional Construction of Skills Competitions in Vocational Colleges [J]. Teacher, 2022, (27):123-125
- [2] Li Xiaohua Exploring the Informatized Teaching Model of "Promoting Learning through Competition, Promoting Education through Competition, and Combining Competition with Education" - Taking the New Energy Vehicle Technology Major as an Example [J]. Internal Combustion Engine and Accessories, 2021, (06):233-234

Research and Practice on the Education Strategy of "Integration of Specialization and Innovation" in Higher Vocational Nursing Majors

Jinze Du

Zibo Vocational Institute, Zibo, Shandong, 255314, China

Abstract: Nursing is an important part of clinical work, and vocational nursing majors can provide technical and skilled talents for the nursing industry. In the current era, innovation and entrepreneurship education has received high attention. However, based on the perspective of vocational nursing majors, there is still a certain diversion trend between innovation and entrepreneurship education and professional education, which cannot truly realize its educational value. From a long-term perspective, vocational nursing majors must attach importance to solving the diversion situation between professional education and innovation and entrepreneurship education, forming a "integration of expertise and innovation", which has positive significance for promoting the reform and innovation of the profession and promoting the development of the nursing industry. Based on this, the following text will explore the integration strategy of specialization and creativity in vocational nursing majors.

Keywords: Higher Vocational Education; Nursing Major; Integration Of Specialization And Innovation; Strategy

1. THE IMPORTANCE OF "INTEGRATION OF EXPERTISE AND CREATIVITY" EDUCATION IN NURSING MAJORS OF VOCATIONAL COLLEGES

1.1 Cultivate innovation and entrepreneurship awareness and practical abilities

At present, the nursing industry is developing rapidly, and there is a high demand for high-

quality nursing talents. In the context of the new era, there is a higher demand for high-quality nursing practitioners, such as the need for practitioners to have a strong sense of innovation and entrepreneurship, which is conducive to deep thinking in daily work and has a certain degree of creativity; For example, practitioners also need to have strong practical abilities. Nursing itself is a highly practical job that requires not only enriching one's theoretical literacy during the learning stage, but also possessing the ability to apply what is learned and promote the transformation of theoretical knowledge into practical abilities. By strengthening the integration of specialization and creativity, it can promote the combination of theoretical knowledge and practical skills, and enable students to balance innovation ability and professional competence, which has a positive significance for improving their overall quality level.

1.2 Promoting sustainable development of students

Sustainable development is the main theme in the new era. To achieve sustainability, innovation is necessary, and human development is no exception. For vocational nursing students, implementing the integration of specialization and creativity in their education and teaching can promote the teaching reform process of nursing and make the entire education and teaching work more in line with market demand. Moreover, in the current era, the demand for talents in this industry is no longer limited to professional skills, but also requires practitioners to possess innovative spirit. This is a basic condition for promoting sustainable development and an

important driving force for industry development. Overall, the implementation of the integration of specialization and innovation is beneficial for students, the industry, and society.

1.3 Addressing Student Employment

The issue of employment is a concern for vocational colleges. Under the traditional education and teaching model, there is an excessive emphasis on professional teaching and a lack of employment and market orientation, which poses certain constraints on the future employment of students. With the implementation of the integration of specialization and innovation, it is not only beneficial to improve the comprehensive literacy level of students, but also to continuously provide high-quality skilled and technical talents for the industry and society. Not only that, from the perspective of government policies, the country also pays great attention to the employment issues of vocational college students. Through the implementation of the trend of integrating specialization and innovation, the quality level of talents can be further improved, which is also conducive to providing certain convenience from a policy perspective and greatly helpful in solving the employment problems of students.

2. THE SPECIFIC IMPLEMENTATION OF THE "INTEGRATION OF EXPERTISE AND CREATIVITY" EDUCATION STRATEGY IN VOCATIONAL NURSING MAJORS

2.1 Integration of Talent Development Goals

The integration of specialization and innovation is positively helpful for the teaching reform of nursing majors in higher vocational colleges. With the development of the times, vocational nursing majors should further optimize the implementation strategy of the integration of specialty and innovation, and increase their attention. Vocational colleges pay more attention to talent cultivation goals, but under traditional education models, talent cultivation goals often fail to meet employment and market demands. Nowadays, it is necessary to optimize the talent training objectives based on the educational positioning of vocational

colleges. In order to adapt to the integration of specialization and innovation, the attitude towards innovation and entrepreneurship education should be changed, abandoning the idea of considering it as a subsidiary of professional education, and truly integrating it with professional education; And when setting talent cultivation goals, the integration of expertise and innovation should also be a key reference content.

2.2 Integration of curriculum system

The separation of specialization and creativity is the main limiting factor facing the reform of nursing education. In the context of specialization and creativity integration, it is a complex process to truly implement specialization and creativity integration, which requires promoting the integration of curriculum system and innovation and entrepreneurship education. And targeted innovation and entrepreneurship education can be integrated according to the different academic years of students. For example, in the first academic year of students, it is not only necessary to provide professional curriculum teaching, but also to appropriately integrate ideological education based on industry needs, and cooperate with the implementation of career planning education and career planning skills teaching; In the second academic year, moral education should be added to the foundation of professional education, so that students can continuously improve their professional skills and moral standards. Not only that, but we can also strengthen cooperation with enterprises, regularly invite some entrepreneurs or outstanding talents to give lectures, and teach students about career planning related content; the third academic year should focus on practice, and teachers can lead students to strengthen their learning of clinical nursing skills. At the same time, teachers and professionals should jointly conduct joint teaching. Moreover, during this process, teachers also need to constantly intersperse innovative and entrepreneurial content, so that students can have a subtle understanding of innovation and entrepreneurship. In addition, the integration of professional curriculum system and innovation and entrepreneurship education should also include ideological and political education, improve students'

ideological and political awareness, and truly play the role of specialized and innovative integrated education.

2.3 Integration of practical education

Basic medicine, preventive healthcare, nursing, and other related courses are all part of the curriculum content of vocational nursing majors. They not only have strong theoretical significance, but also rich practical characteristics. Moreover, vocational colleges mainly focus on cultivating technical and skilled talents, so they have certain innate advantages in practical education. Based on the implementation of the strategy of integrating specialized and innovative education, firstly, universities should focus on promoting school enterprise cooperation. Universities can cooperate with local hospitals and develop training plans according to the annual nursing talent needs of hospitals to improve the accuracy of education and also have important help in improving the quality of education; Secondly, the disciplinary curriculum system can be improved based on the strategy of integrating expertise and innovation, and an innovation and entrepreneurship teaching module can be set up on the basis of the nursing professional curriculum system; Finally, regular innovation and entrepreneurship competitions should be held within the campus to encourage everyone to participate, so that the concept of innovation and entrepreneurship education can gradually penetrate people's hearts. In addition, advanced talents from hospitals or enterprises can be invited to provide technical consultation and support during this process.

2.4 Integration of teaching staff

The teaching staff is the participants and implementers of nursing education and teaching work, and must have a strong comprehensive quality level, which is the key to carrying out specialized and innovative integrated education. Based on this, the education management department should combine the current situation and development trend of the nursing industry to build a "dual teacher" teaching team, ensuring that teachers not only have a strong nursing

professional level, but also can be familiar with the employment and work prospects of the nursing profession, and should have innovative and entrepreneurial concepts; At the same time, it is necessary to regularly invite advanced talents, experts and scholars in the nursing field to participate in teacher training at the school, comprehensively improving the comprehensive quality of the teacher team. Moreover, schools should optimize the incentive measures for teachers appropriately to enhance their enthusiasm and enable them to truly strive for excellence in the integration of specialized and creative education.

3. CONCLUSION

In the context of modern education, vocational nursing majors are facing a trend of integration of specialization and creativity, which is of great help in solving the separation of specialization and creativity, improving the quality of talent cultivation, and promoting the sustainable development of colleges and universities. At present, vocational colleges should clarify the importance of integrating specialized and creative education, and explore and practice the integration of specialized and creative education through the integration of talent training goals, curriculum systems, practical education, and teaching staff.

REFERENCE

- [1] Sun Yu, Yang Tingting Research on the Path to Improve the Quality of Practical Teaching in Vocational Colleges under the Background of Industry Education Integration [J]. Education Informatization Forum, 2022, (11):108-110
- [2] Wang Yanchun, Yu Huailiang, Tang Yongjun, etc Exploration of Teaching Model for Urban and Rural Planning Majors Based on "Integration of Specialization and Innovation" - Taking Tarim University as an Example [J]. Research and Practice on Innovation and Entrepreneurship Theory, 2022, 5(21):120-122

Research on Enterprise Management Models under the Background of Economic Structure Transformation

Xu Tianmin

Suzhou Polytechnic Institute of Agriculture, Suzhou, Jiangsu 215008, China

Abstract: Enterprise management is an important foundation for promoting enterprise development. In the context of economic structural transformation, enterprise management models face significant challenges. In the process of enterprise management, combining specific forms of economic structural transformation to innovate and develop management models is conducive to improving the core competitiveness of enterprises and promoting the achievement of sustainable development goals. Based on this, this article mainly analyzes the impact of enterprise management models under the background of economic structural transformation, and proposes strategies for constructing relevant models, providing a solid foundation for the healthy development of enterprises.

Keywords: Economic Structure Transformation; Enterprise Management Mode; Research

1. INTRODUCTION

Under the background of economic structural transformation, enterprise management models face higher requirements. As the main force of socio-economic development, enterprises need to adapt to the needs of the times, carry out corresponding reforms and innovations, and keep up with the times. Especially, enterprise management models should be systematic and standardized. Only in this way can enterprises truly improve their own efficiency, promote development stability, and achieve long-term development goals. Therefore, enterprises need to have a full understanding of the relevant impacts of economic structural transformation, and construct management models based on actual situations to ensure innovation in their

concepts, talents, and systems, providing a basic guarantee for the stability of enterprise operation and achieving long-term sustainable development goals.

2. THE MANAGEMENT MODE OF ENTERPRISES IS INFLUENCED BY THE TRANSFORMATION OF ECONOMIC STRUCTURE

2.1 Increased input costs

Our country's economic structure is in a critical stage of transformation, with the main purpose of building a modern economic system and transforming the rapidly growing economic system into high-quality growth. In this context, enterprises must keep up with the times in order to achieve good development. However, the increase in cost investment has brought certain pressure to many enterprises. the increase in investment costs for enterprises specifically includes the following aspects: firstly, the increase in labor costs is mainly due to the need to coordinate the development of human resources during the process of economic structural transformation. In the implementation process, it must be implemented in accordance with the current labor laws in China. At this time, enterprises often adopt the method of increasing labor remuneration in order to recruit and retain excellent employees, which will increase the cost of human resources for enterprises, If a company's profits are not guaranteed, it will encounter problems in the rational application of human resources. Secondly, in the context of economic structural transformation, emphasis is placed on the development of the real economy and higher requirements are put forward for product quality. In addition, the application of various energy sources has led to a continuous increase in material costs. If

enterprises cannot reasonably control the cost of production materials, it will lead to a decline in economic benefits and limit their healthy development.

2.2 Increased competitive pressure

Our country calls on all enterprises to innovate in multiple aspects under the background of economic structural transformation, especially to strengthen their innovation capabilities in technology and finance, and to fully coordinate various elements in enterprise operation, which invisibly increases the competitive pressure on enterprises. In the context of economic structural transformation, many enterprises in China actively promote various production, management, and operation transformations. During this period, if enterprises want to strengthen management, they need to fully combine with the actual market situation, conduct market research and analysis, clarify their own characteristics, grasp their own advantages, and highlight differentiated characteristics in the management process to make their advantages more obvious. If enterprise management cannot achieve this, it will be difficult to improve its market competitiveness. In addition, the market is greatly affected by the transformation of economic structure, and if enterprises continue to adopt traditional management models in management, it will lead to the inability of enterprise management to keep up with the times and adapt to the new environment. Therefore, if enterprises want to improve their core competitiveness, they must achieve innovative development, actively build a new management system, and thus achieve greater breakthroughs.

3. STRATEGIES FOR BUILDING ENTERPRISE MANAGEMENT MODELS UNDER THE BACKGROUND OF ECONOMIC STRUCTURE TRANSFORMATION

3.1 Innovate enterprise management ideas based on the trend of economic structure transformation

The extensive management model is the management model that most enterprises adopt under the traditional economic structure system. In this case, management personnel do not make adjustments in management decision-making based on the actual economic

structure, which leads to the mismatch between the enterprise management system and the market structure, resulting in insufficient effectiveness of management. This situation mainly reflects the implementation of management concepts and methods. the prosperity of enterprise development is directly related to the advanced level of management thinking. If an enterprise fails to innovate management thinking in conjunction with changes in economic structure during the development process, it will lead to difficulties and setbacks in market development. Therefore, in the process of enterprise development, it is necessary to fully understand the trend of economic structure transformation, increase the intensity and importance of management reform, accurately position management, continuously innovate management ideas, abandon traditional management concepts and ideas, and establish a solid ideological foundation. For example, enterprise managers need to have a thorough understanding of the relevant policies of economic structure transformation, analyze successful cases of enterprise management transformation, conduct comprehensive market research, summarize the laws of market development, innovate enterprise management ideas based on the specific needs of market structure transformation, and establish targeted management measures to ensure that enterprises can grasp market opportunities well.

3.2 Optimizing and improving enterprise management systems in the context of economic structural transformation

In order for enterprise management to meet the needs of economic structural transformation, it is necessary to fully coordinate and adopt a comprehensive model for various management work. A sound system is an important basis for the development of management work. In general, enterprise management is not just a simple four word process, but also includes multiple aspects of management, such as human resource management, operation management, production management, financial management, etc. Therefore, in the establishment of management systems, enterprises need to ensure the

comprehensiveness of the management system, in order to fully implement management work and reduce internal consumption. In the process of improving management systems, enterprises need to optimize relevant system content based on market changes, combined with their own structure and development needs, to ensure the refinement of the system. In the system, it is also necessary to determine the responsible parties, clarify the specific content and methods of management, and ensure that the work of various departments of the enterprise is based on evidence to avoid management problems and achieve a high degree of unity in enterprise management. For example, enterprises should organize relevant departments to conduct sufficient market research, collect peer information, analyze their actual situation, and formulate business management systems. After the management plan is proposed, each department should demonstrate its feasibility, make corresponding modifications, and ultimately form management measures that are consistent with the enterprise's goals, so as to significantly enhance the development momentum of the enterprise in the context of economic structural transformation.

3.3 Cultivating Enterprise Management Talents Based on Economic Structure Transformation

In the context of economic structure transformation, the transformation of talent structure is also a major problem faced by enterprise management. the smooth implementation of enterprise management is closely related to talent management, requiring management personnel to have insight into the market economy, optimize the talent team based on market development, and play a good management role. This is also an important measure to improve the core competitiveness of enterprises. Therefore, enterprises should actively implement the

people-oriented concept and comprehensively cultivate management talents based on the main needs of economic structure transformation. the management of internal employees should be comprehensively trained, and recruitment channels should be opened up. Experienced personnel with management experience should be recruited to form a management team, and scientific methods should be used to avoid talent loss.

4. CONCLUSION

In summary, the management mode of enterprises is greatly affected in the context of economic structural transformation. It is necessary for enterprises to construct and improve the management mode based on actual background and development needs. By optimizing management ideas, formulating sound management systems, strengthening talent management, and establishing a management mode, it is conducive to promoting the improvement of enterprise core competitiveness and making significant progress in the development of market economy.

REFERENCE

- [1] Weekly compensation Strategies for Building Enterprise Management Models under the Background of Economic Structure Transformation and Development [J]. Modernization of shopping malls, 2023, (24):99-101
- [2] Zhang Yongzheng Research on the Business Administration Model of Enterprises under the Background of Economic Structure Transformation and Development [J]. Modern Business, 2022, (24):119-121
- [3] You Pengcheng the Management Model of Industrial and Commercial Enterprises under the Background of Economic Structural Transformation [J]. Modern Enterprises, 2022, (05):7-9

Teaching Reform and Practice of Visual Communication Design Course under the Background of Digital Creative Industry

Yang Lu

Art and Design Department of Chengdu University, Chengdu, Sichuan, 610106, China

Abstract: The digital creative industry is an emerging industry in the development of digital society, mainly referring to the organic integration of modern information technology and cultural creative industry. It is the application form of information technology in the cultural field, and this industry has created a new era of culture and art. In the context of the digital creative industry, the visual communication design course needs to do a good job in curriculum teaching reform, adjust the direction of talent cultivation in the visual communication design profession in a timely manner, and ensure that the professional talents can better adapt to social development.

Keywords: Visual communication design; Curriculum and teaching reform; Important significance; Effective strategy

1. INTRODUCTION

The digital creative industry is an emerging industry supported by modern information technology, with cultural economy as the main focus. It is a perfect combination of digital technology and culture. As a discipline that showcases culture and creates art, visual communication design courses should be in line with the concepts of the digital creative industry, in order to ensure the quality of talent cultivation in the field of visual communication design. Based on the current teaching situation of visual communication design courses, there are many problems in teaching methods, teaching content, teaching staff, and teaching modes, which have created huge obstacles to the cultivation of talents in this field, making it difficult for visual communication design talents to quickly adapt to the digital creative industry era. Based on this, the teaching reform of visual communication design course needs to adhere

to the laws of social and historical development, re-examine teaching objectives, innovate curriculum teaching models, create collaborative training and education mechanisms, and optimize the allocation of teaching staff, in order to create a more promising learning environment for students in this major.

2. THE SIGNIFICANCE OF THE REFORM OF VISUAL COMMUNICATION DESIGN COURSE

The visual communication design courses offered by universities can cultivate excellent talents for design related industries, mainly including interior space art design, exhibition design, product packaging design, media institutions, new media advertising design, accessory design, etc. It can be seen that students in this major have a wide range of future career directions. the implementation of visual communication design course teaching reform in the context of digital creative industry is of great significance for the cultivation of professional talents and the development of the design industry, which is reflected in the following aspects: firstly, it is conducive to improving the adaptability of visual communication design professionals. Digitization and informatization are the mainstream of current social development. Only by mastering digital design technology can students gain an advantage in future career development. Conversely, they cannot adapt to the trend of the times and thus find it difficult to achieve good development. Secondly, it is conducive to promoting the sustainable development of China's digital creative industry. the development of emerging industries inevitably requires excellent talents as support. the visual

communication design major follows the laws of the times, and implementing curriculum and teaching reforms can improve the comprehensive quality and efficiency of professional talent cultivation. After such talents enter the digital creative industry, they can naturally inject fresh blood into the development of the industry, thereby achieving the sustainable development goals of the industry.

3. THE OBSTACLES FACED IN THE TEACHING OF VISUAL COMMUNICATION DESIGN COURSES

3.1 Unclear course teaching objectives

Teaching objectives play an important role in carrying out course teaching activities. They can guide the direction of the entire teaching, control the rhythm and progress of the entire teaching. Only by ensuring the accuracy and scientificity of teaching objectives can the quality and efficiency of teaching be guaranteed. At present, there is a problem of unclear teaching objectives in the teaching of visual communication design courses in universities, which makes it difficult to provide correct guidance for students to learn professional knowledge and skills, and may even cause certain misleading effects on students. For example, traditional curriculum teaching objectives only focus on the professional level of students, but neglect the development level of their core competencies, resulting in a disconnect between teaching objectives and the needs of professional talent cultivation, ultimately leading to a negative situation of students' "dead learning".

3.2 The teaching mode of the course is relatively outdated

The teaching mode is a fundamental framework formed by the combination of teaching content, objectives, and methods, and is a key condition that affects the quality of teaching. the current visual communication design course teaching mode shows the problem of outdated teaching content and methods. For example, many professional course teachers only care about whether they can complete the established teaching tasks, are enthusiastic about using theoretical indoctrination teaching methods, and only focus on imparting theoretical knowledge of design to students, resulting in a serious

decline in student learning interest, lack of motivation and autonomy for professional learning, and are unwilling to explore and explore knowledge and technology outside of textbooks. Over time, students' professional development will be severely limited.

3.3 Lack of a comprehensive collaborative training mechanism

In terms of talent cultivation, higher education needs to correspond with social development trends in order to ensure the scientificity and rationality of talent cultivation. Therefore, it is crucial for universities to develop and borrow social education resources. Based on the actual teaching situation of visual communication design courses, the lack of a comprehensive collaborative training mechanism in universities is the main reason why it is difficult for the digital creative industry to enter the campus. For example, many universities overly rely on their own educational resources, believing that schools are the main path to cultivate professional talents. Society can only passively accept the talents provided by universities, which leads to a negative situation where social development and talent cultivation are disconnected from each other.

4. EXPLORATION OF TEACHING REFORM IN VISUAL COMMUNICATION DESIGN COURSE

4.1 Rethinking teaching objectives in the context of digital creative industry

The starting point of curriculum teaching reform needs to be placed on teaching objectives, because teaching objectives play a good guiding role in the entire teaching, and precise teaching objectives can ensure the correctness of teaching direction. In order to meet the development needs of the digital creative industry, it is necessary to re-examine and formulate teaching objectives for the cultivation of visual communication design professionals. the main focus is to expand on the basis of professional teaching, and help students form new abilities, new literacy, and new ideas that adapt to the industry and its development.

4.2 Innovate the teaching mode of professional courses to meet the development needs of the industry

In the context of the digital creative industry, the teaching reform of visual communication design courses must implement scientific optimization of teaching modes, mainly to provide students with richer learning conditions. Taking the innovation of course teaching content as an example, teachers can integrate elements of developing students' innovative awareness and abilities on the basis of professional knowledge, helping students accumulate experience in adapting to the development of the digital creative industry. For example, adding marketing and communication content to advertising design courses, or adding green and environmental protection content to product packaging design, successfully achieving professional teaching and industry integration, laying a solid foundation for students to adapt to social development in the future.

4.3 Establishing a collaborative training and education mechanism, integrating curriculum and teaching resources

Collaborative education between schools and enterprises is a relatively mature and scientific talent cultivation mechanism, which mainly combines the educational forces and resources of social enterprises and universities to jointly achieve the goals of professional talent cultivation. the digital creative industry has put forward higher requirements and standards for the cultivation of modern visual communication design talents, especially in terms of design technology and thinking. Students in this major need to have the literacy to apply digital technology. the traditional talent cultivation mechanism of universities obviously cannot meet the conditions. Therefore, universities should vigorously promote the integration of industry and education teaching ideas, and organically combine industry and teaching, To improve the accuracy and scientificity of professional

talent cultivation. For example, the digital creative industry provides universities with sufficient practical training positions. After mastering basic knowledge and skills in visual communication design, students can enter the industry to participate in practical training to enhance their practical abilities and understand relevant information about the digital creative industry.

5. CONCLUSION

The teaching reform of visual communication design courses has been steadily implemented around the industry and its development, playing an important role in improving the level of design talent cultivation. the previous text mainly proposed relatively reasonable teaching reform strategies from three directions: curriculum teaching objectives, teaching modes, and talent cultivation mechanisms, hoping to be helpful for talent cultivation in this field.

ACKNOWLEDGEMENTS

The 2022 Education Reform Project of Chengdu University "Research on the Reform and Innovation of the Training Model for Visual Communication Design Talents in the Context of New Liberal Arts" (CDJGB2022145).

REFERENCE

- [1] Zheng Zhe, Kong Yifan Research on the Innovation System Construction of Visual Communication Design Professional Courses [J]. Research on Art Education, 2023, (03):105-107.
- [2] Gongyu Innovation in the teaching of visual communication design courses under the background of "New Liberal Arts" Popular Literature and Art, 2022, (16):165-167.

One-stop" Student Community Party Building and Nurturing Mode--Taking "Angel Renjia" of Zibo Vocational College Nursing School as an Example

Zhao Xing

Zibo Vocational College, Shandong, China

Abstract: Student residence is an important place for students' study, life, entertainment and information transfer, which is the "first society", "second family" and "third classroom" of students, and an important position to promote the growth of college students. It is an important position to promote the growth of college students. the School of Nursing, with the fundamental task of cultivating morality, innovates the system and mechanism, expands the educational position, takes the student flat as the main position for human education, and actively builds "1+2+3+4+5" by constructing the "Party building+"human education platform (ideology and politics, youth and physical and mental health, culture, and employment practice)". +2+3+4+5" new party building education model, build the flat party building ideological and political education system, the party building work deep into the student masses, into the students' learning and living places, to play an important role in the party building in the flat students' education, management, service and cultural construction, to help students' development, and to promote the students to achieve self-education, self-management, and self-service.
Keywords: One-Stop Student Community; Student Residence; Self-Management

1. FOCUSING ON A THEME, TAKING PARTY BUILDING AS A LEADER, DRIVING THE OVERALL IMPROVEMENT OF ALL WORK

Strengthening the awareness of "one board chess" for the work of party building in flats, establishing the linkage mechanism of "party",

"league" and "study" organisations at the department, faculty and dormitory levels. "To establish a mechanism of linkage between the party, league and school organisations at the department, college and dormitory levels, to form a system of responsibility for the work of one level to grasp one level and implement the work at each level, and to promote the implementation of all the work. Solidly carry out the construction of party building leadership, management synergy, team stationing, service sinking, etc., and put more power into the flats, the front line of education, management and service for students. To make student flats a highland for party building and ideological work, a garden for cultivating talents, a base for managing and serving students, and a position for maintaining campus safety and stability, so that party building and ideological work can better go into the flats and the youth.

2. USING BOTH ONLINE AND OFFLINE CHANNELS TO STRENGTHEN THE BUILDING OF CULTURAL POSITIONS IN FLATS AND REINFORCE IDEOLOGICAL WORK

Offline around the main line of "educating people", strengthen the construction of the party activity room, and comprehensively promote the party's organisation coverage, work coverage, service coverage and management coverage. the party activity room is built in student flats, and posters of red education, nursing professional culture and traditional Chinese culture are posted in the corridors and stairwells of the flats, so that every wall can speak, creating a "cultural

corridor" in the flats of the School of Nursing. On line, we make use of "Learning Power", "Lighthouse Online", "Youth Learning", "Eban" and "Smart Classroom". Intelligent classroom" and other learning platforms, combining professional learning in the classroom with independent learning in the classroom, using multiple channels to learn advanced experience, advanced models, so that students "do not have to leave their homes to know all the world's affairs", using "Internet +". Using "Internet+" to strengthen the awareness of grass-roots party organisations of their responsibility to guard the ground, to achieve "online competition and offline progress", and to promote the integration of socialist core values into the whole process of student education.

3. BUILDING A "THREE-PRONGED APPROACH TO EDUCATING PEOPLE"BASED ON THE PRINCIPLE OF ESTABLISHING MORALITY AS THE FOUNDATION OF EDUCATION

Promoting "Party building into flats", converging the ideological and political courses with the ideological and political courses, creating a "walking classroom" for ideological and political education, promoting the education and practice of education with the same frequency and resonance, from the moment students enter the school door to graduation, from the beginning of each semester to the end of each semester, and from double holidays to winter and summer holidays, carefully arranging ideological and political education in conjunction with time points and throughout. From the moment students enter the school to graduation, from the beginning to the end of each semester, from double holidays to summer and winter holidays, ideological and political education is carefully arranged in conjunction with the time nodes and is conducted throughout. We make full use of all kinds of education carriers and combine them with the construction and management of student flats, flat culture construction, academic style construction, honesty education, social practice, etc., and put ideological and political education into flat management, so as to build an all-around system of educating people.

4. CREATE A "PARTY BUILDING +" NURTURING PLATFORM, GIVE FULL PLAY TO DIVERSIFIED STRENGTHS, AND SOLIDLY PROMOTE NURTURING WORK

We have set up a platform of "Party Building+Civic and Political Education", created the "Student Party and League Activity Room" as the main position for education of party and league members, carried out "micro-preaching, micro-discussion and micro-demonstration", pushed forward the normalisation of "Learning from the Two Schools and Doing One", and actively created a political theory learning classroom, "Pioneer of Building Dreams", as a brand of recurrent learning and education for party and league members.

To build a platform of "Party Building+Physical and Mental Health Nurturing", through the construction of functional rooms such as the Heart Language Hut, Heart Station Youth Health Club, Vitality Gym, and Fibre Rhythm Yoga Hall, we carry out the activities of college students' mental health, youth health education, and physical health, and set up a platform for participation and interaction, so as to enable them to acquire knowledge of physical and mental health, and to grow up happily.

We have set up a platform of "Party building+cultural education", and carried out humanistic education (nurses' professional etiquette, recitation of Chinese cultural classics) by digging deep into and studying the important nursing connotations of the excellent traditional culture, such as "the idea of benevolence, cultivating oneself to be at peace with others, unity of heaven and mankind, and the idea of prudence and solitude".

We have set up a platform of "Party Building+Employment Practices", constructed the Qihuang Creator Studio, and held upgraded thematic salons at the college level to provide guidance and exchanges according to the different needs of students. We have set up "one person, one file" for students with economic difficulties such as those with established credit cards and those who need help in employment, so as to solve problems in a targeted way. Through the construction of Angel's Love Hut, Easy Class

Workstation and various skills workshops, we provide students with practical platforms to improve their practical abilities.

5. STRENGTHENING THE THIRD CLASSROOM CONSTRUCTION OF DORMITORIES AND FOSTERING THE "THREE BRAND PROJECTS" OF FLATS

Carry out a series of activities with the characteristics of student apartments, and give full play to the role of the party organisation as a political core and a fighting fortress in the ideological and political education and flat management of student apartments.

5.1 Building Teachers' and Students' Connections

A political theory study group is set up in the flats, so that teacher party members and cadres take the initiative to contact the party activists, and the focus of the grass-roots party organisation construction is radiated to the student flats, so as to realise the full coverage of the party building work for the students; the teachers of the professional courses act as the academic tutors of the students, who take turns to be on duty in the flats and play a role in the flats in each term, so as to form the integration of the "teaching - management - service" service system.

5.2 Setting up party and group vanguard posts to create a project to create excellence

To set up vanguard posts for members and party activists, to carry out the activity of "a party member is a flag", to select responsible and enthusiastic student members and activists with a high classmate base to serve as red propagandists, academic style leaders, moral supervisors, opinion collectors, safety evacuators, etc., and to implement the system of "one member for each section" and the

responsibility system of members, to actively serve the classmates in daily life, and to give full play to the vanguard role of grass-roots party organisations' battlefields and party members to achieve the handling of emergencies with a party member and the demonstration of the dormitory with a member of the party.

5.3 Creating the "One House, One Product" Cultural Project

To create a silent nurturing environment, we hang door signs at the entrance of the dormitories, which include: name of the dormitory, motto of the dormitory, class, head of the dormitory, members (group photo), counsellors, dormitory honours, inspection scores, and message boards. Each semester, we select honorary dormitories such as academic dormitories, civilized dormitories, standard-bearer dormitories, party member dormitories, etc., and the secretary and dean personally install the honorary plates for the winning dormitories.

REFERENCES

- [1] Han Dong. the value implication, construction idea and practice of "one-stop" student community comprehensive management model [J]. Modern Vocational Education, 2024(01):125-128.
- [2] WU Jing, MEI Zhu, LI Qianwen. Exploration on the construction of "one-stop" student community in colleges and universities under the leadership of party building--Taking Wuhan Design and Engineering College as an example [J]. Journal of Hubei University of Economics (Humanities and Social Sciences Edition), 2023, 20(11):132-134.

Research on Enhancing Students' Concentration in Physical Education Curriculum under the Background of Sports Education Integration

Guotao Liu, Ting Zhang, Yong Ren

School of Physical Education, Taishan University Tai'an, Shandong Province, 271000, China

Abstract: In the basic education stage, physical education is a very important component, and similarly, physical education teaching plays a crucial role in cultivating the comprehensive quality of primary and secondary school students. By studying the effective methods of mobilizing students' concentration in physical education classrooms in primary and secondary schools, exploring and analyzing the factors that affect students' concentration, and proposing effective methods of mobilizing students' concentration, the teaching efficiency of physical education classrooms can be improved.

Keywords: Physical Education Classroom; Students; Concentration; Research

1. UNDERSTANDING OF EXTERNAL FOCUS

Focus, also known as attention, was first proposed by scholar Helmholtz in 1876. He believes that attention is a process in which psychological activities are guided by direction. In 1975, James refined the concept of attention, believing that the essence of attention lies in the selectivity and exclusion of the subject's mind. In this selection process, it includes two important parts: focus and focus. James' definition of attention has had an impact on the research of various disciplines in this field. For example, cognitive psychology believes that attention is a cognitive process in which an individual's will makes choices in the environment; Cognitive neuroscience believes that attention is a psychological phenomenon that is a response triggered by an individual's nervous system

when faced with external stimuli, that is, a clear and complete reflection of the individual's will.

There are usually three forms of focus, namely internal focus, focus on others, and external focus.

Intrinsic focus emphasizes self-awareness, requiring strong self-control and willpower to eliminate emotional interference and trace back to the subconscious to make choices. Focusing on others emphasizes love and emotional choices. Although the degree of attention to others depends on social status, social sensitivity allows people to receive various emotional signals through the expressions, actions, etc. of others, and to better understand and coordinate through empathy.

External focus emphasizes the collective strength and the commonality of team focus. Personal focus is limited, while the external environment is complex, subtle, and ever-changing. Collective focus is beneficial for collecting a large amount of information, deeply understanding and responding promptly. Based on the previous understanding of concentration, the author believes that the definition of concentration should consider the following elements: first, individual will; second, the existence of multiple external stimuli; and third, the process of interaction. Based on this, this study suggests that focus is an individual's ability to selectively concentrate and receive a certain external stimulus when facing multiple external stimuli.

2. THE FACTORS INFLUENCING STUDENTS' CONCENTRATION IN PHYSICAL EDUCATION CLASSROOM

2.1 School venue and environmental factors

The vast majority of physical education teaching content is conducted outdoors, and the size, location, and environment of the venue (such as lighting, wind direction, and distractions) can all affect students' concentration.

2.2 Physiological factors of students

Due to the fact that students in primary and secondary schools are in a period of rapid growth and development, they have a wide range of interests, strong curiosity, and are lively and active.

Their psychological growth is also in an unstable period, so students at this stage often lack concentration and focus on certain things.

2.3 Physical education teachers have a single teaching form and method

The development form of physical education teaching should reflect innovation with the further implementation of educational reform, and incorporate the new curriculum reform concept into it.

However, from the actual teaching situation, the traditional physical education teaching mode still occupies the dominant position in junior high school physical education classes. Students only need to follow the teacher to learn, and the teaching process is teacher centered, putting students in a passive and negative position.

3. EFFECTIVE METHODS AND STRATEGIES FOR MOBILIZING STUDENTS' FOCUS

3.1 Reasonably arrange venue equipment to reduce interference

Teachers should try to choose a venue with a back wind, back sun, and back to the interference area for classes. Before class, it is necessary to inspect the sports equipment required for class to ensure its normal and safe use, and arrange the necessary equipment in advance. Try to avoid or reduce the dispersion or decrease of students' focus due to the venue, equipment, or unexpected events.

3.2 Enhance Effective Stimulation And Stimulate Interest In Sports

Due to the physiological characteristics of primary and secondary school students, in the

classroom preparation part of physical education teaching, teachers should not allow students to move according to conditioned commands, but rather increase the level of physical stimulation or allow students to do some brain training. For example, "Command Change Running Method": Reduce the range of the running route to the size of a basketball court, and then let the students practice. When the teacher gives the command "1", the students continue to jog. When "2", they turn in place and continue to jog. When "3", they turn back and jog in the opposite direction. According to different teaching contents, different forms of warm-up activities can be set up, such as games, equipment exercises, etc., to enhance students' concentration ability.

3.3 Improve teaching methods and enhance student focus

Teachers should pay attention to the psychological and physiological characteristics of students in teaching, adopt flexible teaching methods, stimulate their interest in learning, and mobilize their focus. Provide students with opportunities to participate in teaching and provide explanations and demonstrations. Teachers should be good at leaving questions such as "why" and "how to do" to students, allowing them to discuss, think, and make judgments on their own, and obtain correct answers from them. This can change the passive acceptance of knowledge by students, making them the masters of learning and truly putting students at the center.

3.3.1 Self exploration and group cooperative learning

The new curriculum reform outline clearly points out that it advocates students to actively participate, be willing to research, be diligent in hands-on work, cultivate the ability to analyze and solve problems, as well as the ability to communicate and cooperate. The same applies to physical education classrooms, and the original teaching methods need to be changed: explanation practice re explanation re practice. We should fully inspire the teaching methods of self-directed learning and group cooperative learning for students, allowing them to actively learn, participate, think, and train, so that their focus in learning can also be greatly improved.

3.3.2 Game competition, consolidation and improvement

Sports and games have an inseparable connection, and games are the foundation of sports and the soul of the birth of sports activities. The idea of physical education teaching under the new curriculum concept is "happy sports". In physical education teaching, teachers can combine rich content, diverse forms, and lively game activities with teaching content as an effective method to develop students' physical fitness and consolidate and improve sports skills, in order to improve students' focus in sports.

4. ENHANCE THE PROFESSIONAL ABILITIES OF TEACHERS

Physical education teachers should have a correct teaching attitude, learn from high school as a teacher, lead by example, wear neat sportswear, demonstrate standardized movements, use concise and easy to understand language, and become role models for students. Only in this way can students enjoy physical education classes. Therefore, teachers should have a strong sense of teaching dedication and responsibility, continuously learn professional theoretical knowledge, improve their professional abilities, and demonstrate beautiful movements in the classroom, which will give students a beautiful feeling, And then generate a desire to try.

By analyzing the factors that affect the concentration of primary and secondary

school students in physical education classrooms, this study explores effective methods to mobilize student concentration in physical education classrooms, introduces a new perspective for research on physical education classroom teaching, enriches physical education theory, and is conducive to improving classroom teaching and effective classroom construction. It further highlights the subject status of students, enhances their classroom concentration, stimulates their enthusiasm for learning, and enables them to shift from passive learning to active learning, It will greatly improve classroom efficiency.

REFERENCE

- [1] Yang, Y. "Guidance and Exploration" in Physical Education Teaching. Journal of Anhui Vocational and Technical College, 2005.
- [2] Yuan, G. Research on the Development of Teaching Knowledge for Middle School Physical Education Teachers. Fuzhou: Fujian Normal University, 2006.
- [3] Li, C. Problems and Measures in Middle School Physical Education Teaching. New Curriculum Guide, 2018.
- [4] Sun, X. Analysis of Problems and Countermeasures in Middle School Physical Education Teaching. New Curriculum, 2016.
- [5] Ma, Y. Analysis of Teacher and Student Concentration in Middle School Physical Education Teaching. New Curriculum Learning, 2014.

A Survey on The Academic Adaptation of International Students in BLCU

Tingna Wei

Dezhou University, Shandong, Dezhou 253023, China

Abstract: With the deepening of Chinese international education around the world and the continued increase of international students, the academic adaptation of international students has been increasingly concerned by people. This study aims to explore and analyze the factors that influenced the academic adaptation of international students in Beijing Language and Culture University from internal and external aspects through interviews and literature review. the result shows Chinese language level, learning Chinese time and learning styles have a significant impact on the academic adaptation of international students in BLCU. Ages, grades, and intercultural experience of abroad experience are not the key elements for international students' academic adaptation. Finally, the paper put forward some advice, (1) adjusting the class size; (2) allocating students of the same level to the same class; (3) organizing exchanges and interactions between Chinese and foreign students; and (4) arranging intercultural training for students.

Keywords: Blcu; International Students; Academic Adaptation; Factors; Interview

1. INTRODUCTION

In recent years, with the rise of China's economy and influence, the number of international students in China has increased [1]. International students have stepped into a relatively unfamiliar Chinese University Campus from a familiar cultural environment, curriculum teaching habits and interpersonal relationship. They will inevitably have a stage of adapting to the Chinese cultural environment, teaching environment and interpersonal relationship. it comes to realize the urgency of improving the quality and efficiency of international students' education [2]. Recent studies show that international students often encounter various kind of

problem, including cultural, psychological adaptation as well as academic adaptation [3]. the study on the learning adaptability of international students is conducive to universities to take more targeted education and teaching measures, enhance students' academic adaptability. Beijing Language and Culture University is the school with the largest number of international students. the major of Chinese international education is a specialty. Taking international students in BLCU as subjects to explore and analyze the factors that influence the academic adaptation of international students.

2. METHODS

2.1 Participants

It's the interview on the learning adaptation of BLCU's international students to China. the subjects of the study involve international students of different grades and nationalities. Considering the Chinese level of them, in order to make foreign students understand the content of the interviews accurately and ensure the validity of the questions, the author talks with international students in Chinese and English.

2.2 Study design

The interview consists of two parts. Firstly, we let the participants to introduce themselves. Then, we ask some questions. We design some questions ahead, which may be mentioned by themselves introduction. All those questions can be divided into two dimensions, including internal and external aspects. the first 12 questions are designed from the internal level, including specific dimensions such as learning motivation, learning attitude, learning ability, learning methods, language level, self-cognition. the following questions focus on the external level includes learning environment, school teaching, school management and relations between teachers

and students. When conducting the interview, the author tells them the purpose of the investigation, the time required for the interview, and record after obtaining the consent. After the interview, the author eliminates the invalid interview, and then writes a serial number for each interviewee to facilitate the search and check. the author investigates ten people in total. Because one of them said only one sentence, it is deemed invalid, so there are nine valid copies in total.

3. RESULTS

3.1 Interview sample structure

In order to understand the demographic characteristics of 9 respondents directly, the descriptive statistical characteristics of 9 respondents are as follows: Most participants are major in International Education of Chinese Language. One is translation and another is Chinese Language and Writing. They are from different countries, including UK, USA, Thailand, Russia, North Africa, etc. Due to privacy issues, we don't ask their year. We can guess their age according to the appearance and grade. They are about the same age. Five people are male, others are female. They learn Chinese for different time. the longest is over decade, while the least is only one year.

3.2 Findings

3.2.1 Good adaptability in learning motivation and attitude

Most international students of BLCU generally perform well in learning motivation and learning attitude, but there are also significant differences. Some international students think that they usually do a lot of homework, which is passively completed by them. And some international students usually have the class carefully, review in time after class, and actively do homework. In the teaching of foreign students, the school should pay more attention to mobilize the enthusiasm of foreign students.

3.2.2 Strong adaptability in school teaching and social relations

Most of the foreign students can adapt to the Chinese teachers' teaching methods, teaching progress, classroom management and teachers' working attitude in the classroom. For example, a foreign student said that if the teacher speaks in Chinese and you can't

understand, the teacher will use English again to help you understand. Another student said that the teacher would use the simplest words to explain the difficult knowledge points. An international student who learned Chinese from childhood said that the teacher in Thailand taught Chinese in Thai, so the learning effect was not good.

3.2.3 Little chance to use target language

It's a big problem about the opportunity to use language. They all express they want to communicate with Chinese. the class, however, is full of foreign students, and they live together without Chinese students. They have really little chance to communicate with Chinese. There are some organizations for students to communicate, such as "Chinese Bridge". But students say they are nervous about that. They don't know what to say among strangers. All the international students hope that the university can adjust the class size. At present the number of students in a class is about 25. the international students think 10 is good. Because they can have more chance to practice their Chinese. the class has students having different master of Chinese. Some international students say the university should allocate students of the same level to the same class.

4. SUGGESTIONS

4.1 Carry out intercultural adaptation training

It is not only for overseas students, but also for the relevant Chinese people. the training of cross-cultural adaptation includes explaining the possible cultural shock and solutions to the international students, and learning from the previous experience of studying abroad. It is understood that the Chinese people around do not have a deep understanding of the international students, including their cultural customs, religious beliefs, thinking and other special characteristics, so the Oriental nationalities should strengthen their understanding in this regard. Meanwhile we should help international students to learn about our culture. That can facilitate them to adapt our culture and life. Moreover, it has been found that providing online courses for international students not only enhances their domain specific knowledge but also provides

a social network for international students at the institute itself [4].

4.2 Providing opportunities for communication in Chinese

Classroom teaching should be student-centered instruction. Teachers utilize multiple approaches to strengthening students' understanding and mastery of knowledge to meet the needs of students. Meanwhile, it's necessary to create real context and provide opportunities to engage students to actively communicate in Chinese. It should be noted teachers need to meet the learning and development needs of students while ensuring high teaching quality. Taking into account individual characteristics in the comprehensive development of students, teacher should try to cultivate their intercultural communicative competence.

5. CONCLUSION

The problem of international students' academic adaptation is not only closely related to the political, economic, cultural background, geographical situation, religious beliefs and the environmental characteristics of universities, but also related to the emotional, behavioral and self-cognitive characteristics of individual international students. Because the problem of academic adaptation is a complex system involving many factors, limited to the limitations of space and research issues, this study divides academic adaptation into two dimensions (internal and external). Using interview and descriptive statistical analysis, international students can adapt to the teaching methods of Chinese teachers, and they can accept the teaching of process evaluation implemented now. However, they can't fully understand the class. In interpersonal communication, international students are harmonious in the process of communication with school teachers and staff. the individual factors of international students have a great influence on their academic

adaptation, which is mainly reflected in the inconsistency of their learning attitude and ability. In the process of international students' learning and adaptation, the level of Chinese language will always affect the learning life of international students, throughout the whole process of studying abroad.

REFERENCES

- [1] Zhu, J.; Gu, M.; Yang, L.; Xun, S.; Wan, M.; Li, J. Academic Adaptation of International Students in China: Evidence from the Grounded Theory and Structure Equation Model. *Sustainability* 2023, 15, 692. <https://doi.org/10.3390/su15010692>
- [2] Ng, J.; Nyland, B. *Internationalisation of Higher Education and Global Learning: Australia and China*; Sense Publishers: Rotterdam, the Netherlands. 2016.
- [3] Baohua Yu & Kevin Downing. Determinants of international students' adaptation: examining effects of integrative motivation, instrumental motivation and second language proficiency, *Educational Studies*. 2012, 38:4, 457-471, DOI: 10.1080/03055698.2011.643111
- [4] Tempelaar, D. T., Rienties, B., Giesbers, B., & Schim van der Loeff, S. Effectiveness of a voluntary postsecondary remediation program in mathematics. In P. Van den Bossche, W. H. Gijsselaers, & R. G. Milter (Eds.), *Advances in business education and training* (Vol. 4). Dordrecht: Springer, 2011.
- [5] Abdullah, D., Abd Aziz, M. I., & Mohd Ibrahim, A. L. the stories they tell: Understanding international student mobility through higher education policy. *Journal of Studies in International Education*. 2017, 21(5), 450–466.
- [6] Dilshad, S.; Malik, S. Cultural Adjustment of Foreign Students in the Era of Globalization (A Case Study at Iiui-pakistan). *Am. J. Educ. Res.* 2019, 7, 853–858.

The Concept and Development Strategies of Healthy Aquaculture

*Linjie Chen, Ziqian Man**

School of Zhejiang Ocean University, Zhoushan 316022, Zhejiang, China

**Corresponding Author.*

Abstract: With the continuous development of the times and the increasing level of the national economy, the living standards of the general public have also been significantly improved, which has put forward higher requirements for food consumption. Aquaculture, as an important component of fisheries, has become a mainstream trend in recent years with the concept of healthy aquaculture. People's requirements for aquatic products have gradually shifted from being "edible" in the past to "eating healthily". Therefore, healthy aquaculture is imperative, and it is necessary to focus on developing towards healthy aquaculture without reducing production standards, so as to move towards sustainable development of aquaculture.

Keywords: Aquatic Products; Healthy Breeding Concept; Development Strategies

1. INTRODUCTION

Aquatic products are a collective term for aquatic animals, plants, and processed products produced by marine and freshwater fisheries. Our country has a long coastline, therefore, we have had a dietary habit of eating by the sea since ancient times. However, at present, aquatic products have become a major threat to food safety, and reports of foodborne parasites caused by aquatic products can often be seen on the internet. In this regard, the aquaculture industry should establish the concept of healthy aquaculture, scientifically and reasonably manage various aquatic organisms, and effectively ensure the food safety of the people. Based on this, this article takes the concept and development strategies of healthy aquaculture as the theme, conducts discussions and research, analyzes the importance of healthy aquaculture and the current problems, and explores the development strategies of healthy aquaculture.

2. THE IMPORTANCE OF HEALTHY AQUACULTURE

2.1 Provide "high-yield, diverse, and high-quality" aquatic food resources

Aquaculture can provide abundant aquatic products such as fish, shrimp, and shellfish, providing people with high protein and low-fat healthy foods. Through healthy aquaculture, not only can the yield and quality of aquatic products be improved, but also the management of multiple types of aquatic products can be achieved. Firstly, through healthy aquaculture, aquaculture farms can improve their technological level, optimize management models, greatly enhance the survival ability of aquatic products, and meet people's demand for seafood. Secondly, a reasonable feeding and management model can also improve the growth rate and breeding yield of aquatic animals and plants, reduce breeding costs, and thus improve local economy. Finally, healthy aquaculture requires strict control of aquatic quality. Through real-time monitoring of aquaculture areas, the probability and widespread spread of diseases in aquatic products can be controlled in a timely manner, thereby reducing the use of antibiotics and chemical drugs and ensuring pollution-free and pollution-free aquaculture of aquatic products.

2.2 Beneficial for restoring the natural aquatic ecological environment

The concept of healthy aquaculture is highly consistent with China's sustainable development strategy, which can promote social and economic development while minimizing harm to the natural environment. This is of great significance for maintaining the balance between humans and nature, society and ecology. Healthy aquaculture not only creates a suitable growth environment for

various types of aquatic products, but also improves the water quality of aquaculture, especially in terms of water purification. Therefore, the application and promotion of the concept of healthy aquaculture are crucial for restoring the natural aquatic ecological environment.

3. SHORTCOMINGS IN CURRENT AQUACULTURE

3.1 Lack of standardized and reasonable breeding techniques

Aquaculture technology is a necessary prerequisite for the development of the concept of healthy aquaculture. Aquaculture personnel need to have management experience in healthy aquaculture. This includes difficulties in planning breeding density, feed feeding amount, water quality monitoring, and disease prevention and control. However, at present, many aquatic product farmers have a low level of education and lack professional breeding technology standards, which leads to poor growth and development of aquatic products, resulting in reduced production and disease outbreaks, thereby leading to a healthy diet for consumers.

3.2 Diseases and Pathogens

Aquatic products include aquatic organisms and aquatic plants. In the process of aquaculture, various diseases and pathogens are often transmitted, which can increase the mortality rate of aquatic products and make them carry pathogens. This is also a major safety hazard for aquatic products at present. If viruses and bacteria appear in aquaculture and farmers fail to detect them in a timely manner, these aquatic products will enter the market in the future, which can easily bring great food safety hazards to consumers.

3.3 Insufficient application of regulatory and high-tech means

With the advent of the information age, more and more high-tech technologies are being applied in various industries and sectors. Healthy aquaculture of aquatic products is no exception. Through the application of information technology, real-time supervision of aquaculture areas can be carried out to ensure the healthy growth of aquatic organisms. However, at present, many aquaculture farmers have not applied high-tech means and still use traditional human

management, which makes the health of aquatic products ineffective.

4. DEVELOPMENT STRATEGIES FOR HEALTHY AQUACULTURE

The application of the concept of healthy aquaculture in the field of fishery and aquaculture in China needs to follow three basic principles: firstly, creating a suitable aquaculture environment or place based on the living habits of aquatic products; secondly, scientifically selecting aquaculture varieties, releasing seedlings with fast growth speed, excellent quality, and strong disease resistance; thirdly, reasonably controlling aquaculture density, selecting scientific aquaculture models, and regularly testing the water quality in aquaculture areas. And timely deploy disease prevention drugs in the breeding area. the following text is based on the concept of healthy aquaculture and proposes several relatively reasonable development strategies:

4.1 Strengthen the management of aquaculture water environment

Aquatic products cannot do without water, which is the fundamental basis for their survival. In order to achieve healthy aquaculture, farmers need to strengthen the environmental management of the aquaculture water bodies. For example, farmers need to regularly monitor water quality, control aquaculture density, and make reasonable use of aquaculture wastewater to reduce water pollution caused by aquaculture. At the same time, strengthen the monitoring and management of harmful substances in water bodies to ensure the health and safety of the aquaculture environment.

4.2 Promoting scientific breeding techniques

The sustainable development of various industries cannot be achieved without the support of professional and technical talents, and aquaculture is no exception. In this regard, the local government's agricultural department should vigorously promote the technology of scientific aquaculture and regularly hold water product aquaculture technology exchange conferences, encouraging all aquaculture households to participate. At the exchange conference, the government should explain the technology and high-quality management methods to aquatic product farmers, improve

their breeding techniques, and promote the improvement of breeding efficiency and aquatic product quality.

4.3 Promoting the coordinated development of animal husbandry and ecological environment

Ecology and aquaculture complement each other. If aquaculture blindly pursues maximum benefits, high-density aquaculture and the application of chemical and antibacterial drugs will inevitably occur. Although high yields and abundant harvests can be achieved in the short term, over time, it will damage the local ecological environment, affect the species diversity of aquatic organisms, and lead to the loss of aquaculture conditions in this area in the future. In this regard, we should encourage the combination of aquaculture and ecological environment protection, promote the transformation of aquaculture to ecological aquaculture, and achieve sustainable development of aquatic product aquaculture.

4.4 Digital Health Breeding Management

The healthy breeding of aquatic products cannot do without the support of high-tech. In this regard, the national agricultural department should vigorously strengthen the research and innovation of aquaculture research and technology, carry out measures for breeding new varieties and improving aquaculture technology, and introduce new technologies into the field of healthy aquaculture. In addition, aquaculture farmers should gradually apply high-tech in their daily aquaculture management to reasonably control the water environment and aquatic biological quality. For example, water quality

monitoring and fish population detection technologies can be introduced in aquaculture areas. By understanding the water quality and fish population in real time, aquaculture farmers can have a basic understanding of the current situation, thereby discovering and solving problems in a timely manner.

5. CONCLUSION

In summary, the concept of healthy aquaculture is in line with the current trend of development. the concept of healthy aquaculture can achieve high yield and high-quality aquatic products entering the consumer market, ensuring people's food safety and protecting the ecological environment. In this regard, farmers should adhere to the principle of sustainable and healthy aquaculture, continue to explore on the basis of current healthy aquaculture, and promote the continued development of the healthy aquaculture industry.

REFERENCE

- [1] Guo, Q., & Wei, J. Developing Healthy Aquaculture and Promoting Sustainable Development of Aquaculture Industry. *Henan Fisheries*, 2022, (05):1-3.
- [2] Mu, C., & Wang, H. Control methods and countermeasures for the quality and safety of aquaculture products. *China Fisheries Quality and Standards*, 2022, 12(03):57-63.
- [3] Chen, X. Development of Aquaculture under the Concept of Healthy Aquaculture. *Today's Animal Husbandry and Veterinary Medicine*, 2018, 34(09):51.

The Dilemmas and Countermeasures of Vocational Labor Education Under the Integration Of "Five Education"

Ye Feng

Zibo Vocational Institute, Zibo, Shandong, 255314, China

Abstract: As an important place for cultivating high-quality professional and technical talents, vocational colleges should do a good job in all aspects of education if they want to achieve this educational goal. Labor education, as a part of the "five educations", can play an important role in improving students' labor awareness and enhancing their labor virtues. However, the implementation of labor education in vocational colleges has not achieved the expected results, mainly because there are certain problems, which require vocational colleges to pay attention to and analyze the problems. Based on the analysis results, effective measures should be formulated to improve the effectiveness of labor education.

Keywords: "Five educations"; Vocational education; Labor education

1. INTRODUCTION

The so-called "five educations" mainly refer to moral education, intellectual education, physical education, aesthetic education, and labor education. The current educational philosophy emphasizes that school education should be based on the "five educations" and promote the comprehensive development of students. If vocational colleges provide effective labor education to students, it can help improve their labor literacy and play an important role in their future life and work development. However, due to the relatively traditional methods of labor education, it has led to some problems and difficulties in achieving the expected results. Vocational colleges should delve into labor education, scientifically optimize the original education methods, and play the practical role of labor education.

2. ANALYSIS OF THE DILEMMAS OF LABOR EDUCATION IN VOCATIONAL COLLEGES UNDER THE INTEGRATION OF "FIVE EDUCATION"

2.1 The Disconnect Between Labor Education And Talent Cultivation

From the perspective of traditional educational ideas, educators place more emphasis on the intellectual education of students, leading to the neglect of labor education. Moreover, in the process of teaching and educating people, educators tend to focus more on teaching, and education is greatly neglected. Over time, labor education has gradually been marginalized and lacks attention, and the overall labor promotion and education efforts in society are not strong enough, which has led to many people having certain biases against manual workers. Nowadays, with the continuous development and transformation of the social era, various new technologies have emerged. At the same time, people's attention to intellectual workers has become increasingly high. Even if policies have elevated the status of labor education in society, in practical operation, it will be difficult to integrate labor education with talent cultivation. How to achieve the integration of the five educations and improve the effectiveness of labor education, and achieve the goal of education through labor education, is an important issue faced by vocational colleges in carrying out labor education.

2.2 Lack of collaborative mechanism in labor education

Being under the exam oriented education system for a long time, labor education has been seriously neglected, and there is a shortage of labor education in families and

society, which leads to significant difficulties in carrying out labor education in schools. Specifically, family education rarely cultivates students' labor awareness, habits, and skills. Parents place more emphasis on their students' academic performance. In order to leave more study time for students, they usually do not let them do household chores before they go to college. Even if schools assign homework, it is usually done by clocking in and out. Some parents also use manual labor as a negative teaching material to educate students, causing students to develop negative labor values. In addition, there are still some negative ideological values in the entire social environment, such as hedonism and materialism, which have a negative impact on the formation of an atmosphere of respect and love for labor. In addition, the labor education system in vocational colleges is not perfect, and the labor education courses set up have not been effectively implemented, usually just in form, greatly reducing the effectiveness of labor education.

3. EFFECTIVE MEASURES TO ADDRESS THE DIFFICULTIES OF LABOR EDUCATION IN VOCATIONAL COLLEGES UNDER THE INTEGRATION OF "FIVE EDUCATION"

3.1 Establishing a sound labor education system

If vocational schools want to carry out effective labor education, the first step is to clarify educational goals and construct targeted educational content to support the labor education system. Vocational colleges can organically combine labor education with practical education, which can achieve both curriculum teaching objectives and labor education objectives. Specifically, vocational colleges have established practical education projects and platforms, such as skill competitions, experimental training, professional practice, innovation and entrepreneurship, etc., in which labor education ideas can be infused. At the same time, vocational colleges should also do a good job in top-level design, build more free labor education space and content, adopt various forms of education, and improve the

labor education system. In addition, vocational colleges should scientifically integrate multiple educational resources, optimize the original talent cultivation plan, and organically combine labor education with the practical aspects of ideological and political courses, general education courses, and professional courses, in order to exercise students' practical abilities, improve their labor awareness and ability, and promote the achievement of the educational goals of labor ethics and strong technology.

3.2 Building a Labor Education Practice Platform

When conducting labor education, vocational colleges should also optimize and upgrade the previous second classroom system, select multiple practical projects, and incorporate them into the labor education system, such as volunteer service, entrepreneurial activities, skill competitions, and so on. At the same time, when building a collaborative system, greater support should also be sought from the first classroom, such as increasing the proportion of practice in professional course teaching and strengthening the assessment of professional practice. In addition, vocational colleges can also collaborate with external forces to build a reliable labor education platform. Through this platform, effective labor education should be carried out, focusing on family labor education, strengthening cooperation between schools and communities, and incorporating community services into the scope of labor practice; It is also possible to establish off campus practice bases through cooperation with enterprises, lead students in labor practice, meet their practical learning needs, and further enhance their ability to drive practice.

3.3 Innovative Labor Education Characteristic Courses

Vocational colleges should effectively implement the national requirements for moral education and talent cultivation, and always adhere to the concept of quality education. At the same time, they should deeply understand the educational concept of integrating "five educations", combine their own educational characteristics, and achieve student-centered comprehensive integration of multiple educational resources. On this basis, a more perfect labor education curriculum system

should be established to improve the quality of labor education courses. Based on this, vocational colleges can fully integrate labor education into ideological and political courses, and effectively guide students through ideological and political classrooms, establish their correct labor ideology and values, and achieve efficient coordination between moral education and labor education. In addition, vocational schools can also incorporate labor education into their professional courses, combine the teaching content of professional courses, select appropriate labor materials, organically integrate the two, emphasize the value of labor, and focus on cultivating students' labor spirit and enhancing their labor ability in teaching students vocational skills and leading them in practice. In addition, by organically integrating labor education with practical training, teachers can provide labor education to students during practical training, encourage them to operate hands-on, enhance their professional abilities, and correct their labor attitude.

4. CONCLUSION

If vocational colleges are based on the integration of "five educations" and provide high-quality labor education to students, it is beneficial to cultivate their labor virtues,

enhance their labor abilities, and help shape their good personalities. Therefore, vocational colleges should increase their emphasis on labor education and adopt appropriate measures based on actual learning situations to organically integrate labor education with professional courses, achieve effective penetration of labor education, and fully play its important role.

REFERENCES

- [1] Guo, X. Exploration of the Implementation of Labor Education in Vocational Colleges under the Concept of "Integration of Five Education." *Journal of Huainan Vocational and Technical College*, 2021, 021(005):121-123.
- [2] Wu, Z. A New Perspective on Labor Education under the Background of "Five Education" Integration: Based on the Perspective of "Three Education Integration." *Modern Distance Education*, 2020, 000(002):3-9.
- [3] Yang, L. The Dilemma and Improvement Strategies Faced by Labor Education in Universities under the Concept of "Integration of Five Educations." *Journal of Changchun University of Technology: Social Science Edition*, 2021, 34(5):4.

Strategies for Implementing the Task of Cultivating Virtue and Cultivating Talents in Ideological and Political Education in Universities in the New Era

WenJing Zhu

Zibo Vocational Institute, Zibo, Shandong, 255314, China

Abstract: As the main battlefield for education, universities focus on cultivating high-quality students and delivering more outstanding talents to the social industry. the key to the healthy development of students lies in their moral cultivation. Therefore, when universities carry out a series of education for students, they should not only focus on professional basic education, but also implement the teaching task of cultivating morality and talents through ideological and political education, and improve students' comprehensive literacy. the infiltration of the concept of cultivating virtue and nurturing talents emphasizes that universities should clarify their own positioning in ideological and political education, choose suitable teaching methods based on the requirements of the new curriculum reform, and lay the foundation for cultivating successors of socialism with Chinese characteristics in the new era. Based on this, this article analyzes and explores the strategies for implementing the task of cultivating moral character in ideological and political education in universities in the new era, hoping to provide theoretical basis for colleagues.

Keywords: Universities; Ideological And Political Education; Cultivating Morality And Nurturing Talents Task; Strategies

1. INTRODUCTION

In the new era, with the continuous growth of social and economic levels, the education industry is undergoing comprehensive reforms in ideological and political education in order to keep up with the times. In order to ensure the smooth progress of ideological and

political education in the curriculum, in-depth investigation is conducted based on the current development status of students, and teaching objectives suitable for their learning are set, so that students can better receive ideological and political education. In addition, cultivating morality and nurturing talents is the core of quality education, which puts forward strict requirements for teaching work. As a fundamental task of the education system, only by implementing the concept of cultivating morality and nurturing talents as soon as possible can we ensure the smooth progress of ideological and political education and create conditions for the healthy development of students.

2. CREATE A GOOD IDEOLOGICAL AND POLITICAL ENVIRONMENT TO MOBILIZE THE ENTHUSIASM OF STUDENTS

There is a significant difference between ideological and political education and professional course teaching, with rich and diverse content that has a great impact on the establishment of students' ideological concepts. Nowadays, the vast majority of ideological and political teachers often devote the majority of their energy to their own scientific research when carrying out educational work, and may not truly realize the issue of student learning efficiency. Therefore, when carrying out specific ideological and political education work, we always adhere to the indoctrination teaching model, and explain in order according to the content mentioned in the textbook, constantly eroding the interest of students. In the long run,

this may also lead to a sense of rejection towards this lesson. At the same time, the application of this teaching model will also reduce the initiative and enthusiasm of students, which is greatly detrimental to improving the effectiveness of classroom teaching. the teaching environment is a significant factor that directly determines the improvement of teaching efficiency, and it also needs to be highly valued by teachers. In order to ensure the quality and effectiveness of ideological and political education work and achieve high-level educational standards, teachers should have a teaching philosophy that keeps pace with the times, actively adopt various new media technologies, create a harmonious and harmonious learning atmosphere, and stimulate their learning interests.

In addition to increasing reform and innovation, ideological and political education should also comprehensively strengthen optimization and improvement work. This stage requires teachers to study from different levels and use various teaching methods to stimulate their enthusiasm. As is well known, in order to make students curious about ideological and political courses and develop a strong interest in learning, it is necessary to have a strong learning motivation, inject vitality into the original learning state, encourage students to actively participate in ideological and political teaching activities, fully guarantee the quality of classroom teaching, and achieve the expected teaching effect. So in the process of ideological and political classroom teaching, teachers should start from the textbook, focus on the central teaching content, integrate with multimedia teaching technology, create a strong learning atmosphere, and attract students' attention.

From a practical perspective, all ideological and political teachers in universities must work together to assist and cooperate, build a highly professional and high-level ideological and political education team, promote communication and exchange among teachers, make up for their respective shortcomings, and truly optimize and improve ideological and political education, implementing the task of moral education. In addition, teachers will organize and summarize all the problems they encounter in carrying out ideological and

political education, share and exchange with relevant teachers, and jointly analyze and think about some key and difficult issues. For example, through holding teaching research meetings and other forms of in-depth exploration, their problem-solving ability will be greatly improved, and the quality of classroom teaching will be enhanced. Optimizing ideological and political education is the key to improving the quality of curriculum teaching, which helps students understand the ideological and political content they have learned as soon as possible and is of great significance to their healthy development.

3. TRANSFORM EDUCATIONAL PHILOSOPHY AND FOCUS ON IDEOLOGICAL GUIDANCE

In the new era, in order to demonstrate their educational value and highlight the role of ideological guides, teachers need to start from the concept of education, timely transform their teaching concepts, and provide ideological support for the smooth progress of ideological and political education work. In the specific implementation of ideological and political education work, we attempt to approach problems from the perspective of students, increase communication and exchange with them, deeply grasp their practical ideas and learning needs, or understand their interests and preferences, adopt new teaching models to stimulate their interests, and enhance the effectiveness of education. In addition, teachers should also be based on the concept of moral education and increase innovation in ideological and political education. At the same time, they should actively expand this educational approach and appropriately incorporate content that students are more interested in in subsequent teaching, such as current affairs and politics, hot topics, etc; Alternatively, multimedia technology can be used to visually present the key content to be discussed in this lesson, attract students' attention, transform their cognitive thinking through new teaching methods, and achieve educational goals.

For example, in the environment of rapid development of information technology, in order to correctly guide students' thoughts, teachers organize students to jointly set up a

"network supervision" team, which requires students to supervise each other in the Internet to prevent them from entering bad websites invisibly and causing incorrect guidance to their ideas and values. If teachers find that some students have ideological problems, they use media such as movies with significant educational significance to guide their thinking and gradually guide them towards the right path, which has a profound impact on establishing correct values.

4. ESTABLISH A DIVERSIFIED EDUCATION EVALUATION SYSTEM TO PROMOTE THE HEALTHY GROWTH OF STUDENTS

In addition to providing regular knowledge explanations to students, ideological and political education in universities should also evaluate and assess their professional abilities and comprehensive qualities, enhance the objectivity and accuracy of educational evaluation, and promote healthy growth of students. Firstly, universities examine students from multiple perspectives, using different evaluation methods and indicators to gain an overall understanding of their various abilities. Assessment not only focuses on written exams, but also provides detailed evaluations of students' academic papers, classroom monetization, team collaboration, and other forms, comprehensively grasping their development status. Secondly, pay attention to student feedback, assist them in discovering their own strengths in a timely manner, and adjust their future development direction. Teachers provide individual guidance and suggestions to students in the classroom, or engage in in-depth communication with students through written comments, recognizing their own shortcomings and promoting their comprehensive development. Finally, encourage students to use self-evaluation, focusing on personal achievements, writing summaries, etc., to reflect on whether they have gained in the process of ideological and

political education, whether they have solved their own confusion, and further strengthen their self-awareness and self-evaluation.

5. CONCLUSION

As explained in the previous text, the implementation of moral education in ideological and political education in universities is to meet the needs of social development in the new era and lay the foundation for achieving the goal of people-oriented education. Ideological and political education is an important way for universities to cultivate high-quality talents. If the task of cultivating moral character is implemented, it is necessary to consider the current requirements of university education, continuously analyze various problems from multiple perspectives, and always advocate the concept of moral character education on this basis, so as to create a harmonious and good campus environment in universities, which is conducive to the healthy development of college students.

REFERENCE

- [1] Lin, S., & Niu, Y. Research on Innovation of Ideological and Political Education Models in Higher Education Institutions in the New Era: From the Perspective of Graduate Student Groups. *Journal of Mudanjiang University of Education*, 2020, (12):31-34+115.
- [2] Zhang, M., Li, P., Feng, T., et al. Research on Fine Innovation of Ideological and Political Education in Universities Supported by Information Technology. *Journal of Social Sciences of Shanxi Higher Education Institutions*, 2020, 32(12):46-51.
- [3] Chen, T., & Chen, X. An Analysis of Ideological and Political Education Strategies for Correcting Behavioral Deviations in Adolescents. *Journal of Hainan Radio and Television University*, 2020, 21(04):131-137.

On the Standardization and Aesthetics of Mandarin Pronunciation in Broadcasting and Television

Qiuhe Wang

West Zone, Hisense Huiyuan, Development Zone, Yantai City, Shandong Province, 264000, China

Abstract: Radio and television have become an important channel for the general public to access information. In order to ensure the quality of radio and television programs, we need to strengthen the emphasis on the accuracy and fluency of Mandarin pronunciation. Not only that, in addition to clear pronunciation and fluent language, we also pay great attention to beauty in our speech and constantly strive for high quality. In the era of new media, radio and television hosts represent the public image. If the Mandarin pronunciation is not standardized enough, it not only affects the quality of the program, but also may reduce ratings. Therefore, it is of utmost importance to strengthen the emphasis on standardization and aesthetics. In the broadcast of television programs, providing unlimited imagination space and visual experience, continuously attracting the attention of the masses, and bringing about the appreciation and feeling of beauty. Based on this, this article analyzes and explores the standardization and aesthetics of Mandarin pronunciation in broadcasting and television, for reference.

Keywords: Broadcasting and television; Mandarin pronunciation; Standardization; Aesthetics

1. INTRODUCTION

The language dissemination subject of radio and television is quite diverse, including not only staff members, but also any staff members engaged by the radio and television media, such as television appearance reporters, radio connection reporters, program guests, etc. Nevertheless, it is emphasized in radio and television media that all staff members who appear on screen must have a solid broadcasting foundation, ensure the

standardization of their Mandarin pronunciation, and deliberately pursue beauty in practice, so as to improve the quality of the entire program and attract high attention from many audiences.

2. THE NECESSITY OF STANDARDIZATION AND AESTHETICS IN MANDARIN PRONUNCIATION IN BROADCASTING AND TELEVISION

2.1 Program requirements for broadcasting and television

The establishment of radio and television programs is to attract the general public and improve ratings. In the new media era, with the strong support of computers and the Internet, radio and television programs are increasingly diversified. They use rich color structures to drive the visual and auditory senses of the masses, arouse their high attention, and occupy a position in the media industry. With the gradual maturity of network technology, the digital age is constantly promoting the development and progress of modern society, attracting high attention from the public through beautiful voices, unique language arts, and so on. This is also true for radio and television programs. Human hearing naturally has a strong ability to distinguish musical rhythms and auditory effects. With a strong sense of rhythm and unique rhythms, it makes speech more standardized, attempting to pursue the beauty of language art and attract more attention from the audience. Nowadays, contemporary civilization is vigorously promoted and guided, and Mandarin has become a classic symbol of social civilization construction, which has had a profound impact. Therefore, Mandarin has become a communication tool for radio and television

hosts to learn and regulate their pronunciation. Through professional standardization and optimization, it has formed a unified pronunciation system, expanding the propaganda and influence of radio and television in the era of new media, and meeting the spiritual needs of current development. At the same time, we advocate for the masses to adjust and improve their Mandarin, use beautiful sound lines to spread new media, inject fresh blood into its development, and usher in a new development situation.

2.2 Development needs of traditional media Mandarin

The correct pronunciation of Mandarin is a fundamental skill that radio and television hosts must possess. The purpose is to enable the audience to hear the specific content of the broadcast clearly, and through language transmission and continuous interaction, to shorten the distance of communication and interaction. Radio and television Mandarin is a type of Mandarin used in the traditional media industry, which is different from the Mandarin used in daily life. It requires hosts to have clear and accurate pronunciation, while also adhering to a standardized pronunciation standard system. Through behavioral adjustments, hosts can change their language expression habits and make up for past shortcomings. Most of the staff in the media Mandarin program graduated from prestigious universities and are professionals in the field of communication and television. Their pronunciation requires accuracy and standards, which is also a key aspect of their daily learning. This emphasizes that long-term pronunciation training is beneficial for staff to enhance their professional abilities, so that standardized pronunciation and rich charm can effectively reflect the level of communication and television Mandarin. Test their basic skills. The beauty of media Mandarin is also a key factor in distinguishing daily Mandarin. It has a different artistic beauty in language. Only by ensuring stable and good pronunciation and rhythm can it penetrate deep into the hearts of the masses, provide them with psychological and spiritual comfort, relax their mentality, truly experience the rich experience brought by beautiful hearing, understand the essence of

voice production in broadcasting and television, and deepen their learning of media Mandarin, Enhance one's language expression ability and lay a solid foundation.

3. SPECIFIC MEASURES FOR THE STANDARDIZATION AND AESTHETIC APPEAL OF MANDARIN PRONUNCIATION IN BROADCASTING AND TELEVISION

3.1 The Theory of Xingqiang and Ziyun in Chinese Opera

Mei Lanfang's opera is well-known to everyone. He believes that in artistic performance, it is necessary to transform "words" into "sounds", which is the language that expresses truth. From an artistic perspective, it transforms language into beauty, presenting it to a new height. "Truth" needs to melt into "beauty". Specifically, the relationship between "character" and "sound" is nothing more than the relationship between "truth" and "beauty". Only when it comes to "beauty" will there be no need to consider the meaning of "truth", which is also the root of many artists pursuing formalism and aestheticism. Mr. Zong Baihua once said that "sound" refers to the unique artistic melody of traditional Chinese opera, and "tone" in broadcasting refers to the intonation in sentences. The meaning of "having sound in words" is the related intonation produced by the tone of syllables in Mandarin Chinese. Intonation should not place too much emphasis on the sound of words, but strive to achieve "having sound in words". Based on the author's years of work experience, it is believed that only through repeated internalization and absorption, can the theories related to the use of Chinese opera in the pronunciation and production of spoken language in radio and television be applied, truly allowing radio and television hosts to pursue beauty in Mandarin pronunciation, pay special attention to pronunciation standardization, and improve their professional qualities.

3.2 Unfamiliarization

According to the theory of "unfamiliarity" mentioned in aesthetics, the author attempts to flexibly apply "unfamiliarity" processing methods in the voice production of radio and television, specifically referring to different

common forms of intuitive expression of things themselves, while objectively expressing unseen things and emotions from the perspective of the creator, rather than using unfamiliar eyes to express things or emotions in their original form, making the entire artistic color appear very novel and giving people a unique auditory feeling.

The "unfamiliarity" of spoken language forms does not emphasize the use of professional terminology by spoken language users, making it difficult for the general audience to understand and unable to accept pronunciation and language expression. This seriously violates the development strategy of the modern media industry and creates a significant contrast to the normative foundation. In general, the "unfamiliarity" of sound forms refers to the pursuit of rational changes by staff. In addition to considering the sound quality, most of them focus on the expression form of sound, constantly integrating and improving, which can penetrate elements seen in daily life, form special combinations, and demonstrate the charm of language art.

4. CONCLUSION

Due to Mandarin being one of the most widely used language types in China, it has become a basic requirement for broadcasting and television hosts to voice their content effectively and continuously through standardized Mandarin voice production. In addition, pursuing beauty is also a crucial step, which is of great significance for the quality of radio and television programs.

REFERENCE

- [1] Ji, H. The Aesthetics and Standardization of Mandarin Pronunciation in Radio and Television. *TV Guide*, 2017, (20):228.
- [2] Wang, X. Reflection on the Reform of Mandarin Phonetic Pronunciation Teaching for College Broadcasting and Hosting Majors in the New Media Era. *TV Guide*, 2016, (12):62-63.
- [3] Gao, L. On the Standardization and Aesthetics of Mandarin Pronunciation in Broadcasting and Television Drama. *House*, 2017, (14):272.

Research on the Path of Promoting Social Positive Energy Transmission through New Media Art in Universities

Wei Wei

Propaganda and United Front Work Department of Zibo Vocational College, Zibo 255300, Shandong, China

Abstract: In the era of traditional media, universities mainly promote ideas and concepts through mass media such as radio, television, and newspapers, and their effectiveness was once widely recognized. Nowadays, the new generation of social media, led by digital platforms such as WeChat, Tiktok, Kwai and Xiaohongshu, has grown rapidly. They have profoundly reshaped the environment and public opinion atmosphere for higher education institutions to disseminate values, and even the image of the communicators themselves. In this new era of media, college students are often referred to as "internet residents". They live in a world with rapidly expanding information, possessing not only sharp thinking skills and profound knowledge accumulation, but also pursuing unique personal development paths. However, in such an open, diverse, and fragmented ocean of information, chaotic and contradictory values continue to emerge, which has had a severe impact on young students' understanding of life, the world, and self-worth, and even blurred the clear outline of correct and mainstream life views and value orientations. All of this poses unprecedented challenges for universities to fulfill the task of cultivating talents with both moral and professional abilities, involving fundamental issues of shaping what kind of talents, how to cultivate talents, and the target audience. This article aims to explore and analyze the unique characteristics of higher education institutions in spreading positive social energy in the era of new media: positive content, fast dissemination speed, and profound impact. We will also focus on several key channels of dissemination: promoting the positive forces of society through creating art works full of

positive energy; Encourage college students to engage in social practice activities and transmit positive energy through practical actions; And leverage the power of role models on campus to demonstrate and lead the spread of positive energy.

Keywords: New Media Era, Higher Education Institutions, Social Positive Energy Transmission Paths

1. THE CHARACTERISTICS OF POSITIVE ENERGY DISSEMINATION IN UNIVERSITY SOCIETY IN THE ERA OF NEW MEDIA

In the era of new media, universities, as important carriers and inheritors of social culture, play a crucial role in the dissemination of positive energy in society. Universities have shown distinct characteristics in the dissemination of positive energy in society in the era of new media.

The dissemination content is positive. In the era of new media, the primary characteristic of positive energy dissemination in university society is reflected in the correctness of the dissemination content. As a temple of knowledge and a cradle of ideas, universities often disseminate highly ideological, scientific, and educational content. Through new media platforms, universities actively promote positive content such as socialist core values, excellent traditional Chinese culture, and the spirit of the times, guiding students to establish correct worldviews, outlooks on life, and values. At the same time, universities also pay attention to innovating communication methods and content forms based on the characteristics of the times and the actual needs of young students. For example, by creating creative works such as short videos,

microfilms, and comics, positive energy content can be presented to students in a more vivid and vivid way, enhancing the dissemination effect.

Fast propagation speed. In the era of new media, the speed of information dissemination has been greatly improved. By using new media platforms, such as Weibo, WeChat official account, Tiktok, etc., colleges and universities can quickly spread the positive energy information to teachers and students. These new media platforms have the characteristics of real-time and strong interactivity, allowing universities to quickly attract the attention and participation of students when spreading positive social energy. In addition, universities also achieve multi-channel dissemination of information by constructing a campus new media matrix. Through various media forms such as official websites, campus radio, and campus television, universities can cover every corner of the campus with positive energy information, ensuring the widespread dissemination of information.

Good dissemination effect. New media platforms enable universities to have closer interactions with students. Through functions such as commenting, liking, and sharing, students can actively participate in the process of spreading positive social energy, express their opinions and feelings. This kind of interaction not only enhances students' sense of identification and belonging to positive energy content, but also improves the dissemination effect. the new media platform has the function of personalized recommendation. Based on user interests and behavioral data, the platform can recommend positive content that suits their preferences. This enables universities to more accurately disseminate positive energy information to target audiences, improving the targeting and effectiveness of communication.

2. THE PATH OF POSITIVE ENERGY DISSEMINATION IN UNIVERSITY SOCIETY IN THE ERA OF NEW MEDIA

1. Creating positive energy art works to spread positive social energy

Zibo Vocational College created a series of short videos with positive content and vivid form, which were spread on the Tiktok

platform to guide young students to be good. the "Warm Heart Zizhi Vocational" series of integrated media works has accumulated over 900000 views, telling the stories of school teachers and students fighting the epidemic on the front line, spreading positive energy, and guiding young students to work together to fight the epidemic. "Winning the Championship" showcases the outstanding performance of Zizi vocational students in the National Vocational College Skills Competition. the Soldier in White was selected into the "Great Practice Video and Poster Exhibition of the Anti epidemic Campaign in the Education System", which attracted a large number of college students to participate in the creation and dissemination of positive energy works. the school moved a series of positive energy works onto the school's official website, the school's official WeChat official account, QQ group and other new media, and then systematically and strategically transmitted them to millions of college students through the "fingertip" touch screen of college students, spreading the positive energy of society.

3. COLLEGE STUDENTS ACTIVELY PARTICIPATE IN SOCIAL PRACTICE TO SPREAD POSITIVE SOCIAL ENERGY

3.1. the summer "Artists Entering the Countryside" social practice spreads positive social energy.

In the summer of 2023, the "Manxiaoyi" social practice team of the School's Animation Art Department visited the countryside, utilizing local high-quality natural resources to achieve a "cultural tourism dream" and play the "landscape card" well. With the local landscape culture as the theme, they created multiple original comics such as "Hanging Sheep Drumming" and "Guoquan Legend", creating a new IP for cultural tourism integration and building a new brand for rural tourism. A beautiful cultural propaganda wall has been created for Dongdongyu Village, bringing new IPs from traditional villages to life. At the same time, in order to comprehensively and deeply promote the homestay brand, the practice team has filmed and produced multiple high-quality short videos, such as "Dingdong Courtyard" and

"Dongyu Fireworks", and promoted them through new media. the highest online playback of a single video has reached more than 50000 times.

3.2 Campus role models demonstrate and disseminate positive social energy

Zibo Vocational College has launched a series of themed activities titled "My Labor Story" and "Touching Moments Around Us". the activity pushed the campus model demonstration through the school's official website, WeChat official account, Tiktok, video number and other new media, attracting students' touch screen attention, likes, comments and forwarding. Campus role model demonstration spreads information, establishes campus role model demonstration, makes college students feel that "there is a role model nearby, there is a direction to learn", promotes and disseminates positive energy on campus, cultivates and practices socialist core values, and implements the fundamental task of moral education in universities.

4. CONCLUSION

In the era of new media, universities widely disseminate positive social energy through new media, fully leveraging the advantages of

positive content, fast speed, and good results in the dissemination of positive social energy through new media. This truly implements the fundamental task of cultivating morality and nurturing people, cultivates and practices socialist core values, and promotes the formation of correct outlooks on life, world, and values among college students.

REFERENCE

- [1] Sun Xuefeng. Research on New Media Communication and University Network Linkage Construction [J]. News Research Guide, 2022(13):111-113.
- [2] Yang Fengyu, Feng Ying, Liang Wei Analysis of the Influence of New Media Communication in Universities from the Perspective of Information Ecology [J]. News Communication, 2021(8):35-36.
- [3] Huang Jie. Research on Positive Energy of New Media Communication in Universities [J]. Media Forum, 2018, 1(19):21-22.

Research on Sustainability and Environmental Protection Issues in Daily Ceramic Design

An Wenwen

Ceramic glaze Art Department, Zibo Vocational Institute, Zibo, Shandong, 255300, China

Abstract: From the current development situation, although ceramics are used for decoration in people's daily lives, the design process only pursues aesthetics and does not pay attention to environmental safety. Therefore, this article analyzes and studies the sustainability and environmental protection issues in the design of daily ceramics. In order to fully reflect the sustainability characteristics of daily ceramic design, corresponding improvement strategies are formulated from a practical perspective to prevent environmental pollution and prevent the increasing negative impact.

Keywords: Daily ceramic design; Sustainability; Environmental protection issues

1. INTRODUCTION

The new era is rapidly approaching, with the continuous growth of social and economic levels, people's quality of life is also constantly improving, and aesthetic needs are also undergoing many changes with external influences. At present, in addition to a strong pursuit of material possessions, people also crave effective spiritual satisfaction. Therefore, many people shift their attention to ceramics and change their attitude towards life by decorating their daily environment. However, the production of ceramics requires a lot of resources, leading to severe energy and material losses. In addition, this type of waste is treated in a complex manner and faces numerous difficulties in management, which is also the fundamental cause of significant environmental pollution. To solve environmental protection problems, it is necessary to think from the perspective of sustainable development, formulate

corresponding improvement measures, and implement them in all aspects.

2. REASONABLY USE RENEWABLE MATERIALS AND CONTROL RESOURCE WASTE

With the vigorous promotion of modern civilization construction, the concept of green environmental protection is constantly being promoted and implemented in various industries. Although ceramics have thousands of years of historical and cultural heritage, they have been widely used in people's daily lives. As one of the types of ceramics, the demand for daily ceramics is constantly increasing due to the continuous improvement of people's quality of life and the increasing demand for aesthetics. In order to reduce resource waste and make the entire appearance design more scientific and reasonable, designers are required to follow the principles of sustainability, adopt green and environmentally friendly design concepts, replace traditional manufacturing materials with renewable materials, and minimize the loss of non renewable resources. Gradually getting rid of dependence on it can also ensure the reduction of surrounding environmental pollution, prevent long-term impacts on the environment, create conditions for local economic growth, and help enterprises truly achieve sustainable development. Simply put, renewable materials mainly utilize waste ceramics for a virtuous cycle and utilization. When recycling and reprocessing such materials, advanced processing technology is used to manufacture new ceramic products, effectively reducing resource loss, lowering costs on the original basis, and achieving the goal of benign recycling. In addition, renewable materials are a way to explore

alternative sustainable materials. These materials include natural materials, bio based materials, and renewable materials. Natural materials include bamboo, wood, and quartz, which have strong renewable characteristics. At the same time, they can demonstrate aesthetic functions and unique artistic charm in daily ceramic design processes. Biobased materials include bioceramics and biocomposites, which are mostly formed through agriculture and biological resources. They also have renewable characteristics and can be degraded when necessary. Recycled materials include recycled glass, recycled ceramics, etc. By recycling waste ceramics or the production process of waste materials, the loss of raw material resources can be avoided from the root, making related materials recyclable. While improving manufacturing efficiency, it can also reduce cost losses and create more benefits for enterprises.

3. OPTIMIZE PRODUCTION PROCESSES AND INTRODUCE ADVANCED TECHNOLOGIES

Optimizing and improving production processes is a key measure for reducing environmental pollution in the design of daily ceramics. It can effectively reduce energy loss, prevent excessive waste from affecting the ecological environment, significantly improve production efficiency and quality, and ensure good product functionality and effectiveness. At present, the era is rapidly developing, and science and technology are also constantly updating and improving. Therefore, actively introducing advanced energy-saving production equipment and technology has a good promoting effect on optimizing production processes. Energy management systems, automation control technology, and efficient combustion equipment, as technical representatives, can maximize resource loss, control exhaust emissions, make the overall environment natural and harmonious, and be responsible for the surrounding ecological environment. Improve the production line layout process, adjust the process operation steps, prevent excessive resource consumption, prevent serious material waste, minimize cost losses, and enable more waste to be recycled, significantly improving utilization efficiency. In addition, the use of

clean production technology and green raw materials is also crucial, becoming an effective means of optimizing and improving production processes. Specifically, clean production technology includes waste gas treatment, wastewater treatment, and solid waste management, which can avoid pollutant emissions from the root, greatly improve environmental quality, and reduce the occurrence of influencing factors.

4. PROMOTE THE CIRCULAR ECONOMY MODEL AND CREATE MORE BENEFITS

The application of the circular economy model can promote enterprises to achieve the goal of sustainable development, which is also the best means to reduce resource loss and prevent a large number of waste emissions. Through the reasonable penetration of this model, a large number of waste will be directly transformed into green and pollution-free recycling resources, so that resources can be recycled, further demonstrating its application value. In daily ceramic design, in order to reduce resource loss, most enterprises choose to use a closed-loop production mode, which regularly recycles the waste from ceramic production through recycling and reuse, and forms new usable materials in a series of processing treatments, greatly improving resource utilization efficiency. After undergoing professional processing techniques, discarded ceramics are reintegrated into the production process to reduce excessive loss of fresh raw materials, meet production standards as much as possible, and improve overall aesthetics. In this way, not only does it solve the problem of severe environmental pollution from the root, but it can also pay attention to the accumulation of a large amount of waste, arrange relevant personnel to take corresponding measures to reduce production costs, enhance the market competitiveness of enterprises, and gradually expand social influence. In addition, accelerate the reuse and resale of ceramic products. In the design process, most designers require the use of durable and easily repairable ceramic materials to make ceramic products, which can be continuously extended in the future to ensure good functionality and quality. Finally, through media or platform

promotion, attract consumer attention, carry out secondary recycling and trading of ceramic products, control waste emissions as much as possible, and comprehensively protect the ecological environment. On this basis, relevant personnel can also be organized to increase the recycling and processing of ceramic products, subconsciously cultivate the environmental protection awareness of staff, recognize the harmfulness of discarded ceramic products, focus on their recycling and recycling, and reuse the recycling and processing procedures to transform discarded ceramic products into new products, so as to truly achieve resource recycling and maximize the avoidance of resource waste.

5. CONCLUSION

Through the above explanation, it is clear that the design of daily ceramics is very different from other types of ceramics, mainly to meet the spiritual or practical needs of the general public. However, in the manufacturing process, in order to achieve the expected aesthetic effect, a lot of material resources are often wasted. After a long period of waste accumulation, it causes great pollution to the surrounding environment, which has attracted high attention from relevant departments. In

order to prevent the deterioration of environmental protection issues, it should be emphasized that relevant production enterprises should start from the perspective of sustainable development, analyze and study the root causes from multiple aspects, formulate corresponding improvement strategies, maximize the reduction of pollution, further enhance the market competitiveness of enterprises, and create more comprehensive benefits for society.

REFERENCE

- [1] Wang, K. Sustainable design concepts and contemporary practice research in traditional Chinese ceramic creations. *Gehai*, 2020, (04):107-110.
- [2] Hong, W. Research on Environmental Protection Management of Dehua Ceramic Industry in Fujian [Dissertation]. Overseas Chinese University, 2016.
- [3] Liu, Q. Research and Analysis on Sustainable Development of Ceramic Industry - Taking Jiajiang County, Sichuan Province as an Example. *Southwest Finance*, 2017, (02):74-76.

Optimization Strategies for Spatial Services in University Libraries from The Perspective of Value Co Creation

Zhi Su

Taishan University, Taian, Shandong, 271000, China

Abstract: Based on the actual situation, from the perspective of value co creation, the optimization of spatial services in university libraries belongs to a topic of exploration. Therefore, this article actively explores strategies for optimizing library spatial services by deeply analyzing the co creation relationship between libraries and user value in spatial services, and promotes the achievement of its spatial service optimization goals through various aspects such as spatial service elements and co creation mechanisms.

Keywords: Value co creation perspective; University Library; Space services

1. INTRODUCTION

Research on library spatial services reveals that their service subjects mainly consist of the library and users, and typically involve multiple elements such as space, resources, and equipment. Therefore, only when the library and users participate together can the spatial service value of the library be fully explored. In this process, the library needs to focus on exploring and creating the value of spatial services based on clear user needs, so as to provide users with good spatial services and promote the improvement of their comprehensive literacy. Based on the actual situation, the spatial services of university libraries are built on the basis of physical space, and through the effective utilization of the professional competence of librarians, they provide users with an adaptive learning environment and rich learning resources, thereby promoting the improvement of individual cognitive abilities and professional comprehensive literacy of users. Here, this article takes the value co creation relationship between libraries and users as the starting point, and explores the optimization strategy

of spatial services in university libraries from the perspective of value co creation.

2. THE VALUE CO CREATION RELATIONSHIP BETWEEN LIBRARIES AND USERS IN SPATIAL SERVICES

In terms of spatial services, university libraries mainly face various types of users in the university, who themselves belong to the designers, implementers, and managers of spatial services, while users belong to consumers and disseminators of spatial services. Based on the actual situation, university libraries need to actively carry out planning work for spatial services, in order to provide users with more diversified spatial services, and provide users with various services such as learning and research. Ultimately, while fully meeting user needs, through in-depth communication with users, library spatial services should be continuously optimized to ensure that library spatial services can always meet customer development needs. Secondly, users should provide feedback on their own needs and suggestions during the process of receiving spatial services, and give real service evaluations to the library, in order to make unremitting efforts to improve library spatial services. Overall, the participation of university libraries and users in the exploration and creation of spatial services can lay a more solid foundation for the joint development of both parties. In addition, the spatial services provided by libraries should be based on meeting the growth and development needs of users, and the value created by users belongs to one of the specific manifestations of the value of library spatial services. Their satisfaction with library spatial

services represents the true level of library spatial services.

3. OPTIMIZATION STRATEGIES FOR SPATIAL SERVICES IN UNIVERSITY LIBRARIES FROM THE PERSPECTIVE OF VALUE CO CREATION

3.1 Optimize the configuration of spatial service elements

In the current society, the spatial service of university libraries essentially refers to the reasonable utilization of various spaces and the professional qualities of librarians, through the collection and organization of literature resources, and the use of intelligent hardware facilities to provide users with services that can meet their needs. Usually, spatial services mainly involve various different elements such as space, librarians, resources, etc. Therefore, from the perspective of value co creation, in order to further optimize the spatial services of university libraries, we can start from the following aspects: 1. From the perspective of spatial elements, optimize and integrate library spatial services. At present, library spatial services are constantly developing towards multifunctionality. Therefore, university libraries need to make reasonable use of various spaces and eliminate the original boundaries of spatial services. In order to scientifically integrate various elements, implement modern service concepts, and clarify the optimization needs of spatial services, ultimately building a spatial service system that can meet the various needs of users such as learning, research, and cultural experience. 2. Properly set up space service positions. the team of librarians is the main factor affecting the effectiveness of library service activities. Due to the diversified development of user demand for library space services, how to scientifically set up space service positions has gradually become the main factor affecting the optimization of library space services. By setting up dedicated space service positions, the precision of space services can be further strengthened in the process of effectively improving the professional and standardized level of space services in university libraries. 3. Actively building a comprehensive and coordinated mechanism for library spatial services.

Effective cooperation among departments can effectively promote the implementation of library spatial services, while the construction of a coordinated mechanism can strengthen communication and collaboration efficiency among departments, and enable them to participate in the improvement of spatial service quality and efficiency together. For example, spatial services in the field of digital humanities rely on digital resources, intelligent devices, and professional technical librarians. This not only includes multiple different departments in the library, but also involves some external experts. Therefore, the library can only provide users with higher quality spatial services by building a good coordination and service mechanism. 3. Optimization strategies for spatial services in university libraries from the perspective of value co creation

3.2 Establishing a space service value co creation mechanism

From the perspective of value co creation, both libraries and users belong to the creators of spatial service value. Among them, users not only play the role of consumers, but also have various roles such as spatial service participants and evaluators. How to construct a modern value co creation mechanism on the basis of fully meeting user needs is the main basis for measuring the balance between service supply and demand. Therefore, from the perspective of value co creation, the optimization of spatial services in university libraries can start from the following aspects: 1. Do a good job in clarifying user needs. the different user groups result in vastly different needs in library space services. Therefore, university libraries need to classify them reasonably based on the different needs raised by different users. Based on actual situations, accurately identifying user needs is an important foundation for the implementation of spatial services in university libraries. Only by collecting, investigating, identifying, and categorizing service needs can more accurate spatial services be provided to users. Secondly, the identification of user needs has obvious dynamic and cyclical characteristics. Therefore, university libraries need to develop regular survey plans, mobilize user participation enthusiasm, and timely clarify user needs to scientifically optimize spatial

services, ultimately laying the foundation for achieving the goal of maximizing the value of university library spatial services. 2. Optimize space service design. User experience and satisfaction are the main criteria for evaluating the quality of library space services. In order to effectively improve user experience and satisfaction, university libraries need to design space services from the perspective of user needs. Under normal circumstances, the development of spatial service design in university libraries involves multiple aspects such as service content, form, and service management. Only by truly starting from the perspective of user needs can we promote the achievement of spatial service design goals, and thus enable the value of library spatial services to be truly realized.

4. CONCLUSION

In summary, under the background of modern development in universities, the value of library space services in various aspects such as subject construction and talent cultivation is becoming increasingly apparent. Therefore, university libraries need to conduct surveys

and analysis on user space service needs, in order to build a good value co creation relationship between user needs and users, and continuously optimize university library space services from the perspectives of value and supply.

REFERENCE

- [1] Chen, X., Hu, H., & Hou, S. Exploration of User Participation in Space Reconstruction in Hospital Library from the Perspective of Value Co-creation. *Journal of Medical Informatics*, 2023, 44(11):94-99.
- [2] Guo, Q. Research on the Optimization of Spatial Services of Public Libraries in Henan Province from the Perspective of Value Co-creation [Dissertation]. Hebei University, 2022.
- [3] Shi, Y., Ding, N., & Xu, Z. Research on User Needs Identification and Satisfaction Strategies for University Library Space Services from the Perspective of Value Co-creation. *Library Science Research*, 2021, (10):81-87.

The Impact of Intelligent Manufacturing on The Job Market

Shuhua Sun

Zibo Vocational Institute, Zibo, Shandong, 255314, China

Abstract: With the advancement of the Fourth Industrial Revolution, intelligent manufacturing, as one of the core technologies, has had a profound impact on the global job market. This paper systematically analyzes the current development status of intelligent manufacturing technology and its applications in different industries. Furthermore, it explores the effects of intelligent manufacturing on the structure of the job market, skill requirements, and employment patterns. The study finds that the application of intelligent manufacturing has significantly improved productivity and product quality in the manufacturing industry. However, it has also led to a decrease in demand for low-skilled labor, exacerbating skill differentiation in the job market. Nevertheless, intelligent manufacturing has created new employment opportunities, particularly in high-skilled and technical support fields. To address the challenges posed by intelligent manufacturing, this paper proposes corresponding policy recommendations, including strengthening vocational education and training, promoting labor skill upgrading, and increasing investment in research on emerging technologies. These recommendations aim to provide theoretical basis and practical guidance for formulating relevant employment policies and labor market adjustments.

Keywords: Intelligent Manufacturing; Job Market; Skill Upgrading; Vocational Education; Policy Recommendations

1. INTRODUCTION

In the 21st century, the world is undergoing the Fourth Industrial Revolution, where intelligent manufacturing, as its core, is profoundly transforming the production methods, industrial structure, and even the job market. Intelligent manufacturing represents

not only technological advancements but also unprecedented impacts on the labor market, encompassing both challenges and opportunities. With the continuous development and application of intelligent manufacturing technology, its influence on the job market has become a hot topic in socio-economic research.

Intelligent manufacturing, as an important component of the Industry 4.0 strategy, is gradually becoming the key path for global manufacturing transformation and upgrading. Wang Tianyue (2017) points out that the impact of intelligent manufacturing on future employment in China is of profound significance. It not only changes traditional production models but also has a significant influence on the labor market structure, job quality, and employment patterns. On the other hand, Wu Ming and Wang Ning (2017) argue, through their research, the necessity of optimizing the labor market in the perspective of intelligent manufacturing in China. They call for a reevaluation and adjustment of current employment policies to adapt to the demands of the intelligent manufacturing era. As the level of intelligence increases, the impact of intelligent manufacturing on employment in the manufacturing industry is deepening. Wu Xiaohan (2023), through an analysis of the impact on manufacturing industry employment, demonstrates that intelligent manufacturing not only promotes industrial upgrading at the technological level but also creates profound stratification effects in the labor market. Workers with different skill levels face different employment challenges and opportunities. Regarding professional talent cultivation, Zeng Yonggang et al. (2023) emphasize the significance of cultivating intelligent manufacturing professionals based on the current employment market needs. They point

out that vocational colleges play a crucial role in adapting to the development demands of intelligent manufacturing.

This study aims to delve into the impact of intelligent manufacturing on the job market, analyzing its effects on labor market structure, job quality, and employment opportunities. Its goal is to provide theoretical basis and practical guidance for policy-makers, businesses, and educational institutions in responding to the changes in the job market in the era of intelligent manufacturing. In conclusion, building upon previous research, this study aims to further deepen the theoretical and practical research on the impact of intelligent manufacturing on the job market, holding significant theoretical and practical value. By analyzing the changes in the job market in the context of intelligent manufacturing, this study hopes to provide strong support for promoting the healthy development of the job market, improving the quality of labor employment, and constructing a harmonious society.

2. OVERVIEW OF INTELLIGENT MANUFACTURING TECHNOLOGY

2.1 Definition and Core Technologies of Intelligent Manufacturing

Intelligent manufacturing refers to the intelligent, automated, and flexible production processes achieved through the utilization of advanced information technology and automation technology. Its core lies in the integration of physical systems and information systems, optimizing and managing the production process through data collection, transmission, processing, and analysis. The key technologies of intelligent manufacturing include the Internet of Things (IoT), big data analytics, artificial intelligence (AI), cloud computing, and robotics. These technologies enable more efficient, precise, and sustainable production processes.

2.2 Development History of Intelligent Manufacturing

The development of intelligent manufacturing can be traced back to the Computer Integrated Manufacturing Systems (CIMS) in the 1970s. With the continuous advancements in information technology, intelligent manufacturing has gradually evolved from traditional computer-aided manufacturing to a

more intelligent manufacturing approach. In the 1990s, with the widespread adoption of the internet, intelligent manufacturing started to incorporate internet technologies, forming a network-based manufacturing model. With the rapid development of technologies such as the IoT, cloud computing, big data, and AI, intelligent manufacturing has entered a stage of comprehensive intelligence, achieving a high level of integration between physical systems and information systems, and driving the digitalization, networking, and intelligence of the manufacturing industry.

2.3 Analysis of Typical Application Cases of Intelligent Manufacturing

Intelligent manufacturing finds extensive applications in various fields. In the manufacturing industry, it enhances production efficiency, reduces costs, and enables personalized customization. For example, in the automotive manufacturing sector, intelligent manufacturing technologies can automate and intelligently manage the vehicle production process, improving production efficiency and product quality. In the electronics manufacturing field, intelligent manufacturing enables automated assembly and testing of electronic products, enhancing production efficiency and product consistency. In the pharmaceutical manufacturing sector, intelligent manufacturing ensures precise control and quality monitoring of drug production, enhancing the safety and efficacy of pharmaceuticals.

Moreover, intelligent manufacturing is also widely utilized in the service industry and agriculture. In the service industry, it provides intelligent customer services and management, improving service quality and efficiency. In agriculture, intelligent manufacturing enables precise management and automated operations in agricultural production, enhancing crop yields and quality.

3. IMPACT OF INTELLIGENT MANUFACTURING ON THE JOB MARKET

Intelligent manufacturing, as an emerging production paradigm, has complex and profound impacts on the job market. These impacts are primarily manifested in terms of employment quantity, employment quality, and labor market structure.

3.1 Impact on Employment Quantity

The development and application of intelligent manufacturing have a dual impact on employment quantity. On the one hand, with the widespread adoption of intelligent technologies, many traditional and highly repetitive job positions are being replaced by robots and automated production lines, resulting in a reduction in employment quantity for these positions. Studies suggest that the proliferation of intelligent manufacturing may lead to a decrease in employment opportunities for low-skilled labor in the manufacturing and some service industries. On the other hand, intelligent manufacturing also creates new employment opportunities. These new positions mainly concentrate in high-skill domains such as the design, operation, management, and data analysis of intelligent manufacturing systems. This implies that while the overall employment quantity may be affected, intelligent manufacturing provides new job opportunities for high-skilled labor.

3.2 Impact on Employment Quality

Intelligent manufacturing not only changes the quantity of jobs but also significantly improves the quality of employment. Within the intelligent manufacturing system, job roles tend to be high-skill and require greater innovation and problem-solving abilities. This not only enhances the individual value of workers but also raises the overall quality of employment. However, this improvement is not universal and leads to differentiation effects across different skill levels in the labor market, where high-skilled labor benefits more, while low-skilled workers face greater employment challenges.

3.3 Impact on Labor Market Structure

The development of intelligent manufacturing further exacerbates the structural changes in the labor market. Traditionally, the manufacturing industry served as the main sector for absorbing low-skilled and intermediate-skilled labor. However, with the advancement of intelligent manufacturing, the demand for high-skilled labor increases while the demand for low-skilled labor decreases, resulting in a skills mismatch in the labor market. Additionally, the development of intelligent manufacturing prompts the transformation of the labor market towards

more flexible forms of employment, such as remote work and flexible hours, posing new challenges for labor market management and regulation.

4. EMPLOYMENT POLICIES AND STRATEGIES TO ADDRESS THE CHALLENGES OF INTELLIGENT MANUFACTURING

In response to the challenges posed by intelligent manufacturing, governments and relevant institutions need to formulate adaptive employment policies and strategies to promote the healthy development of the labor market.

4.1 Skill Upgrading and Retraining

Skill upgrading and retraining are a primary strategy for addressing the challenges of intelligent manufacturing. Governments and educational institutions should collaborate to provide training programs focused on future work skills, especially in areas such as data analytics, machine learning, system design, etc., to facilitate the transition of low-skilled labor to high-skilled labor. Additionally, the establishment of lifelong learning systems is crucial for adapting to the rapidly changing job market.

4.2 Promoting Labor Market Adaptability

Enhancing the adaptability of the labor market requires close cooperation between government, businesses, and educational institutions. Governments can incentivize businesses to invest in employee training and skills enhancement through flexible employment policies and tax incentives. Simultaneously, the establishment of efficient labor market information systems can help workers better understand market demands and achieve labor supply-demand matching.

4.3 Creating New Job Opportunities

Furthermore, governments and businesses should actively explore and create new job opportunities through innovation and technological development. For example, the development of service industries related to intelligent manufacturing, such as intelligent manufacturing consulting and operation services, can serve as new growth points for the labor market. Moreover, encouraging entrepreneurial spirit and supporting entrepreneurship and innovation are effective ways to create new job opportunities.

5. CONCLUSION AND FUTURE OUTLOOK

This study has provided an in-depth exploration and analysis of the impact of intelligent manufacturing on the job market. Based on the research findings, the following conclusions can be drawn: Firstly, the development of intelligent manufacturing has profound implications for the job market. In terms of employment quantity, the proliferation of intelligent manufacturing leads to a reduction in traditional job positions but also creates new high-skilled employment opportunities. In terms of employment quality, intelligent manufacturing enhances the individual value of workers but also contributes to skills mismatch in the labor market. In terms of labor market structure, intelligent manufacturing exacerbates structural changes and drives the emergence of flexible forms of employment. Secondly, in order to address the challenges posed by intelligent manufacturing, appropriate employment policies and strategies need to be formulated. Skill upgrading and retraining are key strategies to address the challenges of intelligent manufacturing, fostering high-skilled labor and enhancing the adaptability of the labor market. Furthermore, governments and businesses should actively create new job opportunities and promote the development of the labor market through innovation and technological advancement.

Based on the research findings, the following policy recommendations are proposed: Firstly, governments should formulate flexible employment policies to provide more training and learning opportunities for workers. Governments can incentivize businesses to invest in employee training and skills enhancement through measures such as tax incentives. Secondly, governments and businesses should strengthen cooperation to promote innovation and technological development in the field of intelligent manufacturing, creating new job opportunities. Governments should provide support and create an enabling policy environment for entrepreneurship and innovation, offering necessary support and resources for entrepreneurs. Additionally, governments should enhance the collection and management of labor market information,

establishing efficient labor market information systems to help workers better understand market demands and achieve labor supply-demand matching.

This study has certain research limitations. Firstly, it only focuses on the impact of intelligent manufacturing on the job market and has not delved into its effects on other related fields. Future research could consider comprehensively analyzing the integration of intelligent manufacturing with other domains such as economic development and social changes. Secondly, the research samples in this study mainly rely on existing literature and case analyses, lacking large-scale empirical research. Future studies could adopt more extensive data samples to conduct quantitative and qualitative research for a more accurate assessment of the impact of intelligent manufacturing on the job market. This study only considers the current impact of intelligent manufacturing on the job market, and future research could further explore the long-term effects and trends of intelligent manufacturing on the job market from a long-term perspective.

REFERENCE

- [1] Wang Tianyue. Intelligent manufacturing for China's future employment [J]. the influence of the modern economic information, 2017(22):1.
- [2] Wu Ming, Wang Ning. Intelligent manufacturing perspective realistic thinking of optimization of the employment market in China [J]. Journal of reform and the strategy, 2017, 33(9):4.
- [3] WU Xiaohan. the impact of "Intelligent Manufacturing" on manufacturing employment [J]. Cooperative Economics and Technology, 2023(7):106-108. (in Chinese)
- [4] Zeng Yonggang, Zhang Pengwei, Yi Qun. Research on Training Practice of intelligent manufacturing professionals based on current job market demand [J]. North and South Bridge, 2023(021):000.
- [5] Sun Guiying. Introduction to higher vocational intelligent manufacture class professional obtain employment stability countermeasures [J]. Journal of shanxi youth, 2018(20):2.
- [6] Chen Jianhua and Jiang Chao. Training and Employment of CNC Intelligent

Manufacturing Professionals [J]. Sales and Management, 2020, 000(020):102-103.
[7] Ruan Xiaoxue. Research on the impact of Intelligent Manufacturing on Labor Employment in China's Manufacturing Industry [J]. Fujian Normal University, 2018.
[8] Wang Ning. Industrial Intelligent Manufacturing: New opportunities for high-quality employment for people with disabilities [J]. Disabled People in China, 2020.
[9] Yao Zhuoshun. "Intelligent manufacturing industry based on the needs of higher

vocational students' employment ability training study [J]. Market BBS, 2018(11):3. DOI: CNKI: SUN: JHTS. 0.2018-11-016.
[10] Qiu Haixiong, Zhao Li. the impact of intelligent manufacturing on workers' employment: A case study of Guangzhou [J]. [2024-03-18].
[11] Li Yaqin. Based on the employability of mechanical training mode [J]. Journal of research and practice of economist, 2015(11):2.

Exploring the Application of Intercultural Communication in Korean Language Teaching in Universities

Ni Yan

Zibo Vocational Institute, Zibo, Shandong, 255314, China

Abstract: With the acceleration of globalization, intercultural communication competence has become an indispensable part of language learning. In the context of teaching Korean in universities, it has become a crucial task to effectively integrate intercultural communication content and methods to enhance students' practical application of Korean language. This paper, based on the theory of intercultural communication, investigates the current application status and strategies of intercultural communication in Korean language teaching in universities through a combination of literature review and empirical research. Firstly, the necessity and current situation of cultivating intercultural communication competence in Korean language teaching in universities are analyzed, and the main problems are identified, such as an overemphasis on linguistic form and neglect of cultural content, as well as the lack of systematic design of intercultural communication teaching. Secondly, a series of targeted teaching strategies are proposed, including integrating intercultural communication content into the curriculum, designing contextualized teaching activities, utilizing multimedia and internet resources, and conducting Sino-Korean cultural exchange projects, etc. Through the implementation of these strategies, the aim is to cultivate students' intercultural awareness and enhance their ability to overcome communication barriers caused by cultural differences. The research findings indicate that integrating intercultural communication into Korean language teaching can significantly improve students' language application ability and intercultural communication competence, providing a new

perspective and practical approach for Korean education in universities.

Keywords: Intercultural Communication; Korean Language Teaching in Universities; Teaching Strategies; Cultural Differences; Language Application Ability

1. INTRODUCTION

1.1 Research Background and Significance

With the deepening of globalization and the increasing frequency of international communication, intercultural communication competence has become one of the essential qualities for talents in the 21st century. Intercultural communication not only relates to communication between countries but also plays a crucial role in effective communication for individuals in different cultural contexts. In this context, the importance of foreign language education has been increasingly emphasized, especially in the case of Korean language teaching in universities. It is not only necessary to teach students the language itself but also to cultivate their intercultural communication competence through language teaching, enabling them to better communicate with people from different cultural backgrounds in their future studies and work. In recent years, Korean culture has spread worldwide with the popularity of "Hallyu" (Korean Wave), which has sparked a great interest in learning the Korean language among learners. As the main battlefield for Korean language teaching, universities play a crucial role in reforming and innovating the teaching content and methods. Scholars such as Cao Lidan (2022) and Dong Danqiu (2016) have already begun to explore the application of intercultural communication in Korean language teaching in vocational colleges, providing valuable

experience and insights. However, the application of intercultural communication in Korean language teaching in universities still faces challenges such as insufficient integration of theory and practice and a lack of diverse teaching methods. Korean language teaching should not only impart language knowledge but also incorporate Korean culture, history, society, and other content. This is crucial for enhancing students' intercultural communication competence. The research by Wang Leipan and Zhengxu (2021) indicates that integrating intercultural communication elements into university Korean listening and speaking courses significantly improves students' language application ability and cultural understanding. Additionally, scenario-based teaching, as an effective teaching method, has been emphasized by Zong Yanyan (2018) in her research on its application value in Korean language teaching. It is pointed out that scenario-based teaching can stimulate students' interest in learning and enhance learning outcomes.

1.2 Research Objectives and Research Questions

This study aims to explore the application of intercultural communication in Korean language teaching in universities. Through a combination of theory and empirical research, the study seeks to explore and summarize effective teaching strategies for intercultural communication, in order to improve the quality of Korean language teaching and cultivate students' intercultural communication competence in universities. The study addresses the following research questions:

What is the current status of the application of intercultural communication competence in Korean language teaching in universities?

What are the challenges and issues in intercultural communication teaching in Korean language teaching in universities?

How can intercultural communication theory be effectively integrated with Korean language teaching practices to improve teaching effectiveness and students' intercultural communication competence?

By addressing these questions, this study aims to provide a new perspective and strategies for Korean language teaching in universities,

particularly in terms of how to cultivate students' intercultural communication competence through Korean language teaching, and to provide theoretical support and practical guidance.

2. OVERVIEW OF INTERCULTURAL COMMUNICATION THEORY

2.1 Definition and Importance of Intercultural Communication

Intercultural communication refers to the communication and interaction between individuals or groups from different cultural backgrounds. This communication includes not only the exchange of language but also encompasses nonverbal symbols, values, and behavioral patterns. In today's era of globalization and information, the importance of intercultural communication is increasingly prominent. It plays an immeasurable role in promoting international understanding, fostering friendship among people from different countries, and driving economic globalization.

2.2 Development of Intercultural Communication Theory

The development of intercultural communication theory has undergone a process from initial exploration to gradual maturity. In the 1960s, with the increase in international exchanges, scholars began to focus on intercultural communication issues. Edward T. Hall's "The Silent Language" marked the beginning of intercultural communication research. Since then, scholars have conducted in-depth research on intercultural communication from different perspectives, forming a series of theories, such as Hofstede's cultural dimensions theory and Hall's high-low context culture theory. These theories provide important perspectives for understanding communication patterns between different cultures.

2.3 Components of Intercultural Communication Competence

Intercultural communication competence refers to the ability of individuals to communicate effectively in a cross-cultural environment. It includes three main aspects: language proficiency, cultural knowledge, and communication strategies. Language proficiency is the foundation that enables both communicators to understand each other's

speech accurately. Cultural knowledge involves understanding one's own culture and the culture of others, which helps to avoid cultural misunderstandings and conflicts. Communication strategies refer to the ability to flexibly use verbal and nonverbal means to communicate effectively in the process of intercultural communication.

3. ANALYSIS OF THE CURRENT SITUATION OF KOREAN LANGUAGE TEACHING IN UNIVERSITIES

3.1 Development History of Korean Language Teaching in Universities

Korean language teaching in Chinese universities started relatively late. It was not until the 1990s, with the rise of the "Korean Wave" and increasing exchanges between China and South Korea, that Korean language teaching gradually gained attention. From initially focusing on language courses to the current comprehensive teaching that covers various fields such as Korean culture, history, and economy, Korean language teaching in universities has made significant progress in just a few decades.

3.2 Characteristics of Current Korean Language Teaching in Universities

Currently, Korean language teaching in universities focuses on developing students' practical language skills while also emphasizing cultural literacy. The widespread use of multimedia and online teaching resources has diversified teaching methods. Additionally, with increased academic exchanges and study abroad opportunities, more teaching content is designed to improve students' intercultural communication competence.

3.3 Current Application of Intercultural Communication in Korean Language Teaching in Universities

Although Korean language teaching in universities emphasizes the development of intercultural communication competence, its application is still not widespread, particularly in terms of curriculum design and teaching methods. Currently, most Korean language courses still primarily focus on language knowledge, lacking systematic intercultural communication education. In terms of teaching methods, traditional lecture-based approaches still dominate, with limited

student participation and interaction, making it challenging to effectively enhance intercultural communication competence.

3.4 Major Issues

The major issues in intercultural communication within Korean language teaching in universities include: first, the lack of targeted teaching content that fully integrates the cultural characteristics and social status of South Korea; second, the reliance on monotonous teaching methods without innovation, which fails to meet students' actual needs; and third, the lack of an effective assessment mechanism that accurately reflects students' improvement in intercultural communication competence.

In summary, there is still significant room for improvement in the application of intercultural communication in Korean language teaching in universities. Future teaching reforms need to focus on enriching teaching content, diversifying teaching methods, and establishing a scientific assessment system to truly enhance students' intercultural communication competence.

4. APPLICATION STRATEGIES OF CROSS-CULTURAL COMMUNICATION IN KOREAN TEACHING IN COLLEGES AND UNIVERSITIES

4.1 Integrate intercultural communication content into the syllabus

In order to cultivate students' intercultural communication ability effectively, Korean teaching in colleges and universities needs to integrate intercultural communication content into the teaching syllabus. This includes teaching Korean language knowledge while integrating Korean culture, history, society and other aspects into the teaching to give students a more comprehensive understanding of Korea and its cultural background. The objectives and requirements of intercultural communication should be clearly defined in the syllabus to ensure that the teaching content is in line with the actual needs of students and the future objectives of intercultural communication competence training.

4.2 Design contextualized teaching activities
Contextualized teaching is an effective teaching method, which can stimulate students' interest and improve their learning

effect. In Korean teaching in colleges and universities, designing contextualized teaching activities can help students apply language knowledge to practical situations and cultivate their practical application ability in cross-cultural communication. Teachers can design various situations related to Korean culture, such as simulated restaurant ordering, travel exchanges, etc., so that students can communicate and interact with the language and cultural knowledge they have learned in real situations.

4.3 Use of multimedia and Internet resources
Multimedia and Internet resources are important tools to enrich teaching content and provide real situations. In Korean language teaching in colleges and universities, teachers can use multimedia and Internet resources to display Korean music, movies, TV dramas and other cultural products, so that students can feel and understand Korean culture more intuitively. At the same time, teachers can also guide students to use network resources for cultural research and communication, so as to expand students' cross-cultural vision and communicative competence.

4.4 Carry out cultural exchange projects between China and South Korea

The Sino-Korean cultural exchange program is an effective way to cultivate students' cross-cultural communication ability. Universities can cooperate with Korean universities, cultural institutions or social organizations to carry out student exchange activities, such as cultural visits, cultural exchange programs, etc. Through exchanges with Korean students, students can have a deeper understanding of Korean culture, improve cross-cultural communication skills, and enhance the friendship and understanding between students of the two countries.

4.5 Reform of teachers' roles and teaching methods

In intercultural communication teaching, the role of teachers has changed. Teachers are not only the imparts of knowledge, but also the guides and facilitators of students. Teachers should have the knowledge and ability of intercultural communication, be able to guide students to carry out intercultural communication practice in the teaching process, and provide timely feedback and guidance. Teaching methods also need to be

innovative, focusing on students' participation and interaction, such as group discussion, role play, etc., in order to cultivate students' cross-cultural communication ability.

5. IMPLEMENTATION AND EVALUATION OF INTERCULTURAL COMMUNICATION TEACHING STRATEGIES

5.1 Implementation process of teaching strategies

The implementation of intercultural communication teaching strategies requires teachers to arrange teaching contents and activities reasonably, and give personalized guidance according to students' actual situation and level. Teachers can introduce cross-cultural case analysis, group discussion, cross-cultural communication practice and other teaching activities in the classroom, so that students can actively participate in and use the knowledge and skills they have learned.

5.2 Evaluation methods of teaching effectiveness

The effectiveness of intercultural communication teaching can be evaluated by various methods, such as examination, homework, project report, student self-evaluation, etc. In addition, teachers can also evaluate students by observing their performance in contextualized teaching activities, improving their listening and speaking ability, and deepening their understanding of cross-cultural communication.

5.3 Implementation effect analysis

Through the analysis of the implementation effect of intercultural communication teaching strategies, the effectiveness of teaching methods and students' learning outcomes can be evaluated. Teachers can collect students' feedback and learning performance, conduct qualitative and quantitative analysis, understand the implementation effect of teaching strategies, and make corresponding adjustments and improvements according to the analysis results.

5.4 Problems and Improvement Suggestions

In the process of implementing intercultural communication teaching strategies, we may face some problems, such as insufficient learning motivation of students and insufficient intercultural communication

knowledge of teachers. To solve these problems, some improvement measures can be taken, such as stimulating students' interest in learning and providing teachers with professional training, so as to improve the teaching effect and students' intercultural communication ability.

To sum up, through appropriate teaching strategies and methods, Korean teaching in colleges and universities can effectively cultivate students' intercultural communicative competence. Integrating intercultural communication content into the teaching syllabus, designing contextual teaching activities, using multimedia and Internet resources, carrying out China-South Korea cultural exchange projects, and changing teachers' roles and teaching methods can improve the quality of Korean teaching in colleges and universities and cultivate students' intercultural communication ability. In the process of implementation and evaluation, it is necessary to pay attention to the analysis and improvement of problems in order to continuously improve the teaching strategy and enhance the teaching effect.

6. CONCLUSION AND PROSPECT

Through in-depth exploration of the application of cross-cultural communication in Korean teaching in colleges and universities, we can draw the following conclusions and put forward the prospect of future development. First of all, cross-cultural communication, as an important teaching content, plays an irreplaceable role in Korean teaching in colleges and universities. It can not only help students better understand the Korean language itself, but also enhance students' understanding and knowledge of Korean culture, so as to improve the practical ability of language and cultivate students' cross-cultural communication ability. However, there are still some deficiencies in teaching content, teaching method and evaluation mechanism in this field. In view of the existing problems, the future development prospects mainly focus on the following aspects: Korean teaching in colleges and universities needs to pay more attention to the cultivation of cross-cultural communication ability as an important part of teaching. This means not only to increase the teaching

content related to Korean culture, but also to systematize these contents to form a complete cross-cultural communication teaching system.

Traditional teaching methods have been unable to meet the learning needs of contemporary students. Therefore, the future teaching should adopt more interactive and participative teaching methods such as case analysis, role playing and group discussion, so as to enhance students' learning interest and cross-cultural communication ability. In order to more accurately reflect and promote the improvement of students' cross-cultural communication competence, a scientific and effective evaluation mechanism should be established for Korean teaching in colleges and universities. This includes, but is not limited to, regular tests and assessments of cross-cultural communication skills, as well as practical communication activities to examine students' practical application abilities. Through cooperation with Korean universities or educational institutions, student exchange programs, teacher training and other activities can not only provide more opportunities for students to get in touch with Korean culture, but also promote the exchange and update of teachers' teaching methods. In short, the application of cross-cultural communication in Korean teaching in colleges and universities is a process of continuous development and improvement. Through continuous exploration and practice, we have reason to believe that the future Korean language teaching will pay more attention to the cultivation of cross-cultural communication ability, and better promote the exchange and understanding of Chinese and Korean culture. This will not only open doors for students to the wider world, but also contribute to promoting global cultural exchanges.

REFERENCE

- [1] Cao Lidan. Application of Cross-cultural Communication in Korean Language Teaching in Higher vocational colleges [J]. Chinese Journal of Multimedia and Network Teaching (Mid-day), 2022(4):179-182.
- [2] Dong Danqiu. The application of cross-cultural Communication in Korean Language Teaching [J]. Education (Abstract Edition), 2016(9):00299-00299.

- [3] Wang Lei and Pan Zhengxu. A study on the integration of cross-cultural Communication elements into College Korean Audio-visual Speaking Courses [J]. Korean Language Teaching and Research, 2021(3):107-112.
- [4] Zong Yanyan. Application strategies of Situational Teaching in Korean Language Teaching [J]. Curriculum Education Research, 2018.
- [5] Sun Jiabin, Sudan. Korean teaching necessity and application research of cultural education [J]. China's school education, 2019 (12): 2. DOI: CNKI: SUN: XWLL. 0.2019-12-046.
- [6] DU Jia. Teaching Strategies for Korean Chinese Vocabulary under Cross-cultural Communication [D]. Guangxi Normal University, 2012.
- [7] lee. Introduction to Korean conversation class teaching mode reform [J]. Journal of course education research, 2017, DOI: 10.3969 / j.i SSN. 2095-3089.2017.27.028.
- [8] Zhang Yanwei, Xu Qiaojun, Li Renxia. Learning autonomy of research and the cultivation of intercultural communicative competence [J]. Journal of Harbin institute, 2008 (9): 124-126. The DOI: CNKI: SUN: HEBS. 0.2008-09-023.
- [9] An Feng. An Innovative Study on Second Foreign Language Teaching in Colleges and Universities based on Intercultural Communication Competence Training -- A case study of Korean [J]. China and Foreign Exchanges, 2019.
- [10] Cao Lidan. An Exploration of cross-cultural Foreign Language Communication and Curriculum Ideological and political integration: A Case study of Korean Major teaching in Higher vocational Colleges [J]. Time Report (Torrent), 2022(1):103-105.

Promoting the Modernization of Asset Management Models through Information Technology

Lu Mingyue

Zibo Vocational College, Zibo, Shandong, 255300, China

Abstract: With the advent of the "big data" era, the country has put forward higher requirements for the refinement level of asset management in vocational colleges. Our school's asset management department has continuously improved and refined the information asset management platform, continuously developed and innovated, and moved towards the construction of a comprehensive and integrated information asset management platform. It has achieved full process information supervision of asset management from procurement to disposal, providing strong support and guarantee for the development of our school's "double high" construction, talent cultivation, and scientific research innovation.

Keywords: Full Process; Informatization; Technological Assistance

1. IMPLEMENTATION BACKGROUND

As an important "cradle" for cultivating national skilled talents, vocational colleges have played an important role in promoting the transformation of China from a "manufacturing powerhouse" to a "creating powerhouse". With the continuous increase of national investment in vocational education, the fixed assets of vocational colleges are constantly increasing in terms of scale, types, and quantity. the original asset management model of vocational colleges is gradually unable to adapt to the existing development scale of schools. With the promulgation of the "Regulations on the Management of State owned Assets in Administrative Units" (State Council Order No. 738) on April 1, 2021, the country has put forward higher requirements for the management of state-owned assets in administrative units. Our school's asset management department takes this regulation

as an opportunity for reform, actively carries out special work such as "comparing regulations and implementing requirements", and fully implements the requirements of asset management work into the construction of asset management information platform, In order to further implement the requirements for the management of national administrative state-owned assets, standardize the daily management processes of our school's assets in possession, allocation, use, and change, and improve the efficiency of our school's asset allocation, we have made active explorations.

2. MAIN APPROACH

2.1 Establish an information platform that can cover the entire process of asset management

2.1.1 Realize the working mode of "Internet plus" in the whole life cycle of asset management.

Our school's asset management construction takes the "Double High" construction project as an opportunity to further improve the fixed asset information management platform and make our school's asset management process more systematic. On the one hand, our school's asset management department has established a hierarchical management system, incorporating asset management personnel from each department into the asset management platform according to their respective responsibilities, clarifying the asset management responsibilities of each department, and having the school conduct unified supervision to comprehensively control the overall work of our school's state-owned assets from budgeting, procurement, allocation, accounting to scrapping, creating an information-based asset management platform with clear rights and responsibilities,

standardized management, and high sharing; On the other hand, in the basic functional settings of the asset management information platform, the asset depreciation module has been further improved to achieve more accurate depreciation methods for fixed asset depreciation and intangible asset amortization according to different asset categories, meeting the requirements of the new government accounting standards for asset depreciation to objectively and truthfully reflect the actual value of assets, and promoting more accurate asset cost accounting and management in our school.

2.2 Cultivate a responsible information asset management team

2.2.1 Build a modern asset management team with a strong learning atmosphere and efficient collaboration.

The informationization construction of state-owned asset management cannot be separated from the support of professional informationization asset management teams. Our school attaches great importance to the cultivation of learning ability of asset management personnel and strives to improve their business ability and service awareness. One is to actively carry out learning and training for asset management personnel, popularize information management knowledge, and focus on cultivating their practical operational abilities. the second is that our school's asset management department gradually realizes that all asset management personnel are aware of, understand, and abide by the law through collective learning, departmental discussions, and other methods, and guide business practice with solid theoretical knowledge.

2.2.2 Establish a specialized team for the construction of a cross departmental "asset management digital sharing platform".

Our school's asset management department fully relies on the construction of our school's information platform, actively engages in cross departmental communication, sets different data permissions on the asset information management platform according to different departmental responsibilities, bridges the data gap between departments, enables the asset management information platform to share data between systems at various stages of the workflow, and avoids the

situation of asset management personnel and other department staff repeatedly entering the system, the workflow has been streamlined, work efficiency has been improved, and an efficient workflow of "allowing more information to run away and fewer teachers to run away" has been achieved. This has enabled the dynamic management mode of the entire process and integration of state-owned assets in our school, and has improved the level of state-owned asset management.

2.3 Building a comprehensive asset information security guarantee system with comprehensive protection

2.3.1 Strengthen the "hard" protection of asset information security from multiple dimensions at the technical level.

Our school's asset management department strictly implements national network security requirements and has held multiple network security seminars with our school's network information center. the following measures have been taken: firstly, to strengthen domain name management and IP control, establish a unified information asset management platform login entrance, strictly divide the internal and external networks, and strengthen the protection of campus network security; Secondly, our school strictly controls the operation permissions of the asset administrator system according to job responsibilities. When logging into the asset management system, identity verification must be carried out to ensure the security of asset system information in specific work; the third is to enable the dynamic detection function of the firewall to identify illegal data in the database at any time.

2.3.2 Implement "soft" protection for asset information security from both institutional and executive levels.

At the execution level, our school's asset management department strictly implements the work system of keeping accounts at any time and regularly backing up. We have conducted multiple learning activities on network information security and confidentiality, enhancing the sense of responsibility and mission of asset management personnel, and providing "soft" protection for scientifically improving the level of information construction in our

school's asset management and ensuring asset information security.

3. ACHIEVEMENT EFFECTIVENESS

3.1 The information management platform makes our school's asset management more refined

Our school's asset management department has refined the functions of the "asset audit", "accounts and tables", "statistical analysis" and other modules of the information asset management platform, so that the information asset management platform can more timely and accurately extract our school's asset management situation and data reports, meeting the needs of accurate data statistics under different classification standards in the development process of the new era. This has provided technical support for the preparation and reporting of administrative state-owned assets in Zibo City, promoting our school's asset management to a new stage.

3.2 The information management platform makes our school's asset management more intelligent

Our school's asset management department has taken the opportunity of the "Double High" construction strategic plan to improve the informatization, convenience, and standardization level of our school's state-owned asset management through the construction of an asset management information platform. This has greatly improved our school's asset management in terms of convenient asset inquiry, timely asset acceptance and storage, and accurate asset allocation. During the COVID-19 prevention and control period in 2022, our school's asset management department invested in the epidemic prevention and control work in accordance with the unified deployment of the whole school, and through a series of information construction achievements such as the asset management mini program on mobile phones, timely reviewed and recorded the relevant assets required for epidemic prevention and control, breaking the

limitations of asset management space and demonstrating the advantages of intelligent, efficient, and convenient information asset management. This has greatly improved the efficiency of our school's asset management work, providing strong support for our school's orderly arrangement, departmental linkage, and rapid epidemic prevention and control.

4. SUMMARY OF INSIGHTS

The informatization construction of asset management is an inevitable requirement in the era of "big data" development. Relying on informatization construction, improving asset management platforms, and carrying out asset management work is not only a requirement for financial management informatization, but also a powerful measure for asset management reform. On the one hand, we need to leverage the power of technological development to further improve the functions of asset management systems, innovate work models, and make asset management more convenient, efficient, and secure; On the other hand, we need to strengthen the introduction and training of information technology asset management talents, build an asset management team with a spirit of hard work.

REFERENCES

- [1] Su Xingzhou. "Information Technology Helps Education Supervision Run Out of Acceleration"[J]. *Information Technology Education in Primary and Secondary Schools*, 4(2018):36-38.
- [2] Long Bijing. Construction of a Full Process Informatization Platform for Education Equipment Procurement Management - Taking Nanning Education Equipment Procurement Management Platform as an Example [J] *Experimental Teaching and Instruments*, 2023, 40(8):121-124.

A Dual Dimensional Interpretation of Shared Development

Zhao Xiaoyan

Zibo Vocational Institute, Zibo, Shandong, 255300, China

Abstract: Shared development is not just an idealized development model, it has tangible content. Over the past 40 years of reform and opening up, China has achieved fruitful results in various aspects such as politics, economy, and culture. Comprehensive sharing is not only limited to material aspects, but also requires attention to various aspects such as politics, economy, culture, ecology, etc., and emphasizes the sense of gain, happiness, and comfort of the general public; Ensure the effective exercise of people's rights and safeguard the realization of their legitimate rights and interests. Make development more dynamic and warm. Make a qualitative leap in people's sense of gain and happiness.

Keywords: Shared development concept; Fairness and justice; Co construction and sharing

1. SHARED DEVELOPMENT IS COMPREHENSIVE SHARING

1.1 Sharing social wealth.

The top priority is to make the cake bigger, which is the material foundation for achieving sharing. However, we cannot simply pursue the speed of economic development while neglecting the quality of economic development. High quality development is the guarantee for making a good economic cake. At the same time, we must effectively divide the cake and form a reasonable income distribution pattern that conforms to the concept of shared development. In this process, everyone has equal opportunities to participate in economic activities, and can make their own contribution to economic development, so that everyone can receive tangible benefits and share the fruits of economic development. the development model of "sharing economy" has been promoted throughout society. For example, to solve the problem of urban traffic congestion and alleviate urban traffic pressure,

"shared bicycles" have even emerged, such as "shared trams" and "shared umbrellas". Culture is the spiritual soil for the survival and development of a nation and a country. It carries the past of a country, cultivates its future, and whether its culture is inherited affects the prosperity and revitalization of the country. Cultural sharing requires the inheritance of excellent culture and the full play of the catalytic role of culture in promoting development. To achieve cultural inheritance, it is necessary to share cultural resources. Cultural resources need to be constantly transformed and innovated in order to unleash deeper charm and keep up with the times. Finally, we need to achieve the sharing of cultural development achievements. This is the ultimate goal of cultural sharing. We must adhere to cultural benefits, cultural education, and cultural enjoyment for the people, continuously improve the ability of public cultural services to the people, and continuously meet the growing spiritual and cultural needs of the people. We should take reform and innovation as the driving force, benefit the people and share as the main theme, fully leverage the leading role of cultural volunteers, enhance cultural service capabilities, and enable the general public to share the fruits of cultural development.

1.2 Sharing fairness and justice.

The most important thing is power sharing. the primary task is to safeguard the various rights of citizens to survival and development, which is the essence of rights fairness. Equity of rights refers to individuals and organizations living under certain social and historical conditions, achieving basic balance in the acquisition of rights. So we must ensure that the people exercise their rights and fulfill their obligations equally in accordance with the law. Every lawful citizen of the People's Republic of China, regardless of age, gender, etc., is

entitled to equal rights in accordance with the provisions of the Constitution and laws. the rights conferred by the law apply to any citizen, and no one can go beyond the law or be excluded by the law. Fairness of rights is an essential aspect of building a moderately prosperous society in all respects. It originates from practice, reflects social existence, and is also the unity of rights and obligations. In addition, in the political field, sharing also requires adhering to the comprehensive rule of law, improving the legal system, promoting lawful administration, strengthening the construction of the legal system, and safeguarding the various rights enjoyed by the people from a legal perspective. And through specific laws, regulations, detailed rules, methods and other normative documents, promote and implement, so that people's sharing in the political field has laws and regulations to follow.

1.3 Shared public welfare.

It is to ensure that the living standards and quality of the people are generally improved, and that people's livelihoods are improved. Especially in the areas of employment, education, culture and sports, social security, healthcare, housing, and other public service systems, the level of equalization of basic public services has been steadily improved. the modernization level of education has been further improved, and the length of education for the working age population has significantly increased. Ensure sufficient employment, further narrow the income distribution gap, and further increase the proportion of middle-income population. Ensure that rural poverty-stricken populations are lifted out of poverty under the current standards in our country, all poverty-stricken counties are removed, and regional overall poverty is solved.

2. SHARED DEVELOPMENT IS CO CONSTRUCTION AND SHARING

The idea of co construction and sharing embodies Marxist historical and mass perspectives, shining with the wisdom of dialectics. It is the dialectical unity of values and methodology, the dialectical unity of development process and results, the unity of rights and obligations of development subjects, and the unity of development goals and

driving forces. Promote co construction and sharing. It is necessary to highlight the subject status of the people, fully promote democracy, widely gather the wisdom of the people, mobilize the enthusiasm, initiative, and creative ability of all the people to promote development, and form a vivid situation of everyone participating, everyone doing their best, and everyone having a sense of achievement in the whole society.

2.1 "Co construction" is a prerequisite for "sharing".

The people are the main body of development practice and the decisive force of social development and progress. Whether it is co construction or sharing, it cannot be separated from the people as the main body. the so-called co construction refers to mobilizing the creativity and intelligence of all the people, dedicating themselves to the construction of socialism with Chinese characteristics, and creating more material and spiritual wealth. This is the material prerequisite and guarantee for achieving sharing.

[Only when all the people participate in the co construction of socialism with Chinese characteristics in the new era, can we lay a solid foundation for achieving sharing, provide impetus for the country's prosperity, and inject vitality into building a socialist modernized strong country.

2.2 "Sharing" is the purpose of "co construction".

The purpose of co construction is to ultimately achieve sharing. Without sharing, co construction loses its meaning, and the degree of sharing has become an important indicator of people's participation in co construction. the higher the degree of sharing, the higher the enthusiasm of people to participate in co construction. Co construction and sharing, combining common construction and common enjoyment, reflect the primary value of pursuing fairness and justice in socialism with Chinese characteristics. the sense of gain of the people not only stems from the "sharing" of their own development achievements, but also from the "co construction" of personal participation and effort in the development process. Because this kind of "co construction" fully respects human subjectivity, fully unleashes creativity, and fully demonstrates the essence of human

nature, affirms and realizes the value of life. Co construction and sharing reflect the new expectations of the people in pursuing a happy life under new historical conditions. To achieve co construction and sharing in practice, and to achieve social fairness and justice in development, so that all members of society can learn, receive income from labor, receive medical treatment for illness, have care for the elderly, and have a place to live, thus maximizing personal happiness and social harmony.

REFERENCES

[1] Zhao Manhua. Research on the Scientific Connotation and Implementation Mechanism

of Shared Development [J]. *Economic Issues*, 2016(3).

[2] Han Xiping, Sun He. the Livelihood Value of Shared Development [J]. *Red Flag Manuscript*, 2016(2).

[3] Zhang Laiming. Adhering to Shared Development and Promoting Common Prosperity [J]. *China Development Watch*, 2016(3).

Research Status of College Students' Autonomous Learning Ability

Mingzhen Li

Zibo Vocational College, Shandong, China

Abstract: For the cause of human education, the development of the current era and the innovation of technology have brought great convenience to the sharing of resources and the acquisition of knowledge, and laid the foundation for the reform of more comprehensive and efficient education methods. Only by changing the mode of education, guiding students to take the initiative to participate in learning, and cultivating students' ability to acquire knowledge and solve problems independently can we implement the tasks and objectives of the basic education curriculum reform. Students to become their own educators requires students to learn actively, rather than mechanical learning, passive learning, so independent learning has gradually become the direction of researchers and education circles.

Keywords: College Students; Autonomous Learning Ability; Mechanical Learning

1. THE CONCEPT AND DEFINITION OF INDEPENDENT LEARNING

Independent learning originates from humanism. In Maslow's Hierarchy of needs theory, the highest level of need is the need for individual self-realization, and the process of self-realization requires individual's active efforts[1]. Learners' independent learning requires individuals to actively combine old and new knowledge and experience to enrich and improve their knowledge system [2]. Therefore, constructivism's "meaningful learning theory" is also the theoretical basis of autonomous learning. Autonomous learning has always been a very important research topic for researchers and educators. As for the definition of autonomous learning, some scholars point out that autonomous learning is a learning process composed of multiple autonomous learning links, and some people

believe that autonomous learning is a learning ability of individuals. It can be seen that it is of great significance to explore the specific factors affecting students' autonomous learning and provide theoretical basis for schools and teachers to formulate effective education and training plans.

2. INFLUENCING FACTORS OF INDIVIDUAL INDEPENDENT LEARNING

Domestic and foreign scholars' researches on autonomous learning mainly focus on the environmental factors and individual factors that affect learners' autonomous learning. Zimmerman believes that social environment factors such as teachers, classmates and role models can affect individual learning autonomy, and independent learning is not absolutely independent in fact[3]. In terms of material environment, a good learning environment can reduce interference and is conducive to learners' independent learning. In the analysis of individual factors affecting independent learning, psychological control source, as a generalization expectation closely related to behavior is significantly correlated with students' independent learning behavior and has a predictive effect[4]. Some people conducted a meta-analysis of studies related to autonomous learning and found that self-efficacy is one of the important personal factors affecting students' autonomous learning. Independent learning requires learners to reasonably arrange learning time and make plans according to their own needs. As a stable personality trait, time management tendency affects students' learning behavior[5]. Domestic and foreign studies show that there is a positive correlation between individual time management tendency and independent learning.

2.1 Individual internal factors

2.1.1 Meta-cognition

Domestic and foreign scholars divide metacognition into metacognitive knowledge and metacognitive process. the former refers to the knowledge and belief about self and strategy, while the latter refers to the planning, monitoring and regulation of cognitive process[6]. Previous studies have shown that metacognition is closely related to students' independent learning, and the metacognition process can determine individual independent learning to a certain extent [7].

Zimmerman pointed out that the planning and regulation of learning activities by metacognitive processes determines the choice and application of individual autonomous learning strategies. the active use of learning strategies is a necessary step in the process of independent learning, resulting in differences in individual independent learning[8]. It can be seen that metacognition is a very important factor affecting students' autonomous learning.

2.1.2 Attribution mode

The theory of attribution points out that the attribution of an individual to the outcome of an action will affect the generation and development of his subsequent behavior. A large number of studies on the attribution process have found that attributing internal and controllable reasons has positive significance for individual development. Rotter proposed the concept of psychological control sources and divided them into two types: internal control type and external control type. Internally controlled individuals tend to attribute the results of behavior to internal causes, while externally controlled individuals always attribute the results of behavior to external environmental factors. Previous studies have shown that internal control tendency is significantly positively correlated with junior high school students' independent learning [4].

2.1.3 Personality characteristics

Studies have found that personality traits are closely related to autonomous learning, and conscientiousness in the big five personalities is positively related to systematic learning. Individuals with high conscientiousness perform better in terms of motivation, effort and persistence [9]. the personality trait of self-control with long-term planning has a

significant impact on the specific behavior of autonomous learning; Time management tendency can directly predict autonomous learning.

2.2 External Environment Factors

2.2.1 Physical environment

Material support also has a certain impact on independent learning [10]. Such as the availability of information resources and learning places. In order to complete the learning task, students of independent learning often take the initiative to seek information other than textbooks, so the availability of reference books, library collections, and other information resources all affect their learning to some extent. the place of learning also affects the quality of independent learning.

2.2.2 Social environment

It mainly focuses on teaching style [8], the exemplary role of peers, class environment perception and school belonging [11], and teachers' self-learning attitude and cognition. These factors will have a certain positive predictive effect on students' autonomous learning.

3. RESEARCH TREND OF AUTONOMOUS LEARNING ABILITY

From the perspective of individual development, independent learning is of great significance to the development of students. College stage is the critical period of human development, is the golden stage of habit formation and personality shaping. Students' autonomy not only affects their learning behavior and results, but also affects their personality and thought independence. Therefore, it is very important to cultivate students' autonomy in learning. the research direction can start from the students themselves, study the relationship between the source of psychological control and independent learning of college students, and explore the specific influence mode between the two. Academic self-efficacy and time management tendency factors can also be introduced to discuss their roles in the source of psychological control and the action path of autonomous learning. Based on the research results, group psychological counseling intervention research on improving students' autonomous learning ability will be conducted, with a view to enriching the existing research

on autonomous learning theories. By verifying the intervention program of this study, it can provide reference and theoretical basis for practical teaching activities or psychological counseling. the study of autonomous learning has both important theoretical and practical significance for the growth and development of college students.

REFERENCES

- [1] Yu, G., & Luo, X. (2016). Maslow: Human mental health is self-actualization. *Mental Health Education in Primary and secondary schools*, (2), 42-45.
- [2] Chen, Q., & Liu, R. (2014). *Contemporary Educational Psychology*. Beijing: Beijing Normal University Press.
- [3] Zimmerman, B., & Barry, J. (1986). Becoming a self-regulated learner: which are the key subprocesses. *Contemporary Educational Psychology*, 11(4), 307-313.
- [4] Zhang, Y., & Wang, R. (2014). the relationship between psychological control sources and learning autonomy in junior high school students. *Educational Measurement and Evaluation (Theoretical Edition)*(07), 48-52.
- [5] Xu, M., & Li, D. (2020). the effect of academic self-efficacy on self-directed learning of preschool normal university students: the mediating role of time management orientation. *Journal of Educational Biology*, 8(1), 69-73+78.
- [6] Paris, S. G., & Paris, A. H. (2001). Classroom applications of research on self-regulated learning. *Educational Psychologist*, 36(2), 89-101.
- [7] Chen, L., & Li, X. (2020). Cultivating High school students' autonomous learning ability based on metacognitive strategies. *Journal of Dalian Institute of Education* (03), 40-42.
- [8] Chai, J. (2016). *Research on the Development of Students' Learning Autonomy* (Doctoral thesis). East China Normal University.
- [9] Dörrenbächer, L., & Perels, F. (2016). Self-regulated learning profiles in college student: Their relationship to achievement, personality, and the effectiveness of an intervention to foster self-regulated learning. *Learning & Individual Differences*, 51, 229-241.
- [10] Schunk, D. H., & Zimmerman, B. J. (1996). Social motivation: Modeling and self-efficacy influences on children's development of self-regulation.
- [11] Babakhani, N. (2014). Perception of Class and Sense of School Belonging and Self-regulated Learning: A Causal Model. *Procedia-Social and Behavioral Sciences*, 116(4), 1477-1482.

The Development Path of Modernization of Ethnic Education in Border Areas under the Background of Rural Revitalization

Zhang Yabing

Baise University, The Guangxi Zhuang Autonomous Region, Baise, 533000, China

Abstract: China has a vast territory, and different regions have their unique geographical locations and cultural characteristics. Among them, border ethnic areas have the characteristics of borderland and ethnicity, and occupy a very important strategic position. With the proposal and implementation of the rural revitalization strategy, the construction and development of education in border ethnic areas have received increasing attention. If we want to promote the modernization of education in this area, we need to have a comprehensive understanding of the problems in its development, clarify the challenges it faces, and combine with the actual situation to deepen the education development in border ethnic areas from multiple aspects such as ethnic education, cultural confidence, and educational resources.

Keywords: Rural revitalization; Border ethnic education; Modernization development

1. INTRODUCTION

There are many ethnic groups in our country, and many ethnic regions have special geographical locations, especially in border ethnic areas, which have important significance in maintaining national defense security and ethnic unity. However, the geographical environment of the region is relatively complex, with inconvenient transportation and limited information, which will impose significant restrictions on the economic and educational development of border ethnic areas. Under the policy background of rural revitalization, if we want to promote the comprehensive development of the region and achieve modernization of education, we should strengthen our understanding of the education situation in border ethnic areas, and adopt appropriate

measures to effectively solve specific problems, meet the local demand for educational resources, and thus improve their education level.

2. STRENGTHEN ETHNIC EDUCATION

Ethnic education can play an important role in achieving the goal of common prosperity and development among all ethnic groups, and is also a prerequisite and effective measure for achieving this goal. It helps to promote the modernization of ethnic education. Border ethnic areas exhibit diverse characteristics in terms of ethnic relations, distinctive traditional culture, and other aspects. If we want to enhance the sense of unity among the people of ethnic areas through effective ethnic education, we need to carry out high-quality and efficient ethnic unity education, and incorporate this education into the modern education system of border ethnic areas. From multiple educational levels such as self, family, community, and school, ethnic unity education should be infiltrated, Strengthen education on religious policies, Marxism, and other aspects for people in ethnic regions. In modern education in border ethnic areas, bilingual education should be adopted to integrate ethnic unity education with the production and life of local people, achieve subtle education for local people, and improve their awareness of ethnic unity. In specific education, it is necessary to fully utilize the local traditional ethnic festival culture, increase the promotion of rural education, and encourage local people to have more identification with the Chinese nation, deepen their understanding and cognition of the Chinese nation, so that they can actively maintain ethnic unity and national unity, and consciously take on the responsibility of anti

national division. In the daily production and life of ethnic minority areas in the border, it is necessary to strengthen communication and interaction with the local people, and to promote and infiltrate relevant policies and development strategies such as "rural revitalization" and "modern education" through lifestyle language, in order to establish a modern education awareness among the local people.

3. INCREASE THE SUPPLY OF TEACHER RESOURCES

School education is a scientific way to promote the modernization of education. High quality educational resources can provide strong basic support for the modernization of ethnic education, and at the same time, accelerate the implementation process of the strategy of revitalizing the country through education and rural revitalization. However, in terms of the development of education in border ethnic areas, rural school education lacks high-quality teacher resources and the teaching staff is relatively weak. This requires relevant government departments to pay attention and adopt appropriate measures to strengthen the education of teachers' ideals and beliefs, encourage these teachers to actively go to rural areas for teaching, and be willing to stay in rural schools for a long time. If government departments want to develop modern education in border ethnic areas, they need to reasonably equip local school teachers and strengthen the construction of local teaching staff. Based on this, government departments should use policy tilt as a means to equip rural school teachers in border ethnic areas with complete education and living facilities, encourage high-quality talents such as backbone of ethnic minorities, college graduates, and outstanding teachers to actively participate in the local rural education revitalization team, set favorable salary and benefits, in order to better introduce talents, and also increase the local rural teacher staffing, Further optimize the original teacher title evaluation mechanism to attract and retain outstanding educational talents. In addition, relevant departments should have a comprehensive understanding of the current situation of rural education in border ethnic areas, clarify the development issues of the

teaching staff, regularly organize professional education and training activities, strengthen the training of rural school teachers, and enhance their teaching abilities and professional qualities; Increase guidance on rural education and teaching, and improve the level of rural education and teaching; Build a cooperation bridge between rural schools in border ethnic areas and universities in developed eastern regions, set up point-to-point assistance activities, establish modern education awareness in local rural schools, transform traditional education concepts, and strengthen the educational capabilities of rural schools. In addition, it is necessary to effectively expand the career development path of rural teachers in border ethnic areas, establish two types of development channels: famous teachers and administrative teachers, expand the development space of teachers, fully respect their own development intentions, and enhance their sense of happiness and belonging in school education work. the economic development in border ethnic areas is relatively backward. We should start from emotional and life aspects, strengthen care for rural teachers, increase their willingness to stay, help them solve their worries, reduce talent loss, and better store and develop talents for rural school education in border ethnic areas.

4. STRENGTHEN INFORMATION TECHNOLOGY CONSTRUCTION

The key element of modern education development is information technology. When developing modern education in border ethnic areas, information technology support should be provided to promote the modernization of local rural education and improve the level of rural education. For rural education in border ethnic areas, advanced information technology should be introduced and applied reasonably, fully leveraging various advantages such as cross-border integration and resource sharing, creating a modern educational environment for rural education, and promoting the rapid development of rural education. Compared with the development of education in other regions, the informatization level of rural education in border ethnic areas is relatively low. Therefore, on the road to achieving

modernization of education, efforts should be made to increase informatization construction, introduce information facilities required for education, achieve organic integration of information technology and rural education, and improve the level of education informatization. Attention should be paid to establishing a modern educational concept in border ethnic areas, which can be effectively integrated into rural education and teaching through policy guidance, skill training, and other aspects. Relevant government departments can introduce corresponding preferential policies to increase encouragement for high-tech enterprises in developed eastern regions, gradually expanding their development scope to border areas, and providing greater assistance for the economic, educational, and technological development of the region. In addition, local government departments should strengthen network construction, build rural networks, allocate financial funds, build rural multimedia teaching points, purchase more information technology teaching equipment, actively promote various teaching modes such as micro courses and flipped classrooms, and greatly improve the modernization level of rural education.

5. CONCLUSION

Due to its unique geographical location, border ethnic areas bear the important

responsibility of maintaining national border security and ethnic unity and stability. However, their own educational development has also been negatively affected, which requires the attention of the country and society. It is necessary to increase the development of education in the region, provide it with the necessary educational resources, promote the modernization of local education, and expand the development vision of local people, Promote the long-term development of the entire region.

REFERENCES

- [1] Xu Qiaoyun, Kang Cuiping, Meng Lijun. Development path of modernization of ethnic education in border areas under the background of rural revitalization [J]. Journal of Xinjiang University: Philosophy and Social Sciences Edition, 2023, 51(3):77-83.
- [2] Luo Shaowen. Exploring the Development Path of Border Ethnic Areas under the Background of Rural Revitalization [J]. two thousand and twenty-one.
- [3] Zhang Yuqiang, Yang Lei. Research on the Implementation Model of Rural Revitalization Strategy in Border Ethnic Areas: Based on the Perspective of Collaborative Governance [J]. Seeking Truth from Facts, 2020(1):9.

Research on Agricultural Economic Management Methods under the Background of New Rural Construction

Jiang Meifang

Suzhou Polytechnic Institute of Agriculture, Suzhou, Jiangsu 215008, China

Abstract: With the development of the economy and the continuous promotion of rural construction, the current economic development in rural areas of China is rapid, and the quality of life of rural residents is constantly improving. the infrastructure in rural areas is also gradually improving, and the improvement of rural residents' lives is very obvious. the development and construction of rural areas are becoming increasingly important, especially in the context of the current new rural construction. the economic development of rural areas has become a focus of local governments, and the majority of rural economic development relies on agricultural economy. Therefore, the management of agricultural economy has become an important means to promote rural economic development. How to do a good job in agricultural economic management is the primary task of current rural construction. Therefore, this article will study the methods of agricultural economic management under the background of new rural construction.

Keywords: New Rural Construction; Agricultural Economic Management; Method

1. INTRODUCTION

As a major agricultural country, China's agricultural economy occupies an important position in its economic system and is an important component of the country's economy. the agricultural economy in our country is closely related to the development of rural areas. In the context of the development and construction of new rural areas, the development of rural agricultural economy is very important. In the new era, agricultural economic management should follow the trend of the times, reform and optimize according to the actual situation, to

accelerate the development of agricultural economy. Currently, traditional management methods are still used in many parts of China's agricultural economic management, Although traditional management methods also have a certain promoting effect on the agricultural economy, they are no longer suitable for the current development needs. This requires timely updating and optimization of agricultural economic management, considering the status and needs of agricultural development, and exploring new agricultural economic management methods. The necessity of optimizing rural economic management under the background of new rural construction

2.1 Improving People's Living Standards

Under the background of new rural construction, optimizing agricultural economic management can improve people's living standards. the basic purpose of planning for the construction of new rural areas is to improve the living standards of rural residents, and to build a better rural environment and improve the quality of life of rural residents by promoting rural economic development and rural construction. In the process of optimizing agricultural economic management, it can promote the transformation of rural economic development. Agricultural economy is the main economic form of rural areas, so the effectiveness of agricultural economic management is also related to the quality of rural development. Traditional agricultural economic management has many shortcomings. Although rural economy is also growing under traditional agricultural economic management, the quality of economic development is not high, and there are many problems, such as lack of planning,

low yield, lack of ecological thinking, and waste of human resources. This has caused many problems in the development of agricultural economy, and even affected local ecological construction. However, through advanced agricultural economic management methods, these issues can be optimized. Advanced agricultural economic management can adjust the agricultural industry structure, stimulate agricultural productivity, and thereby improve the rural economy. As the rural economy improves, people's income increases, and their living standards naturally significantly improve.

2.2 Deepening Rural Reform

Optimizing agricultural economic management in the context of new rural construction can deepen rural reform, which is of great significance for the implementation of the rural revitalization strategy. There are many problems in the current rural reform, and the path of rural reform is very difficult. If efficient methods cannot be found, the reform efficiency will be relatively low. Agricultural economic management is an effective way to promote rural reform. By strengthening the management of agricultural economy, it can guide rural grassroots to strengthen cohesion. With the support of strong rural grassroots cohesion, the ability to effectively implement and execute various policies and plans plays a significant role in the implementation of rural revitalization strategies and the promotion of rural reforms.

3. MEASURES TO STRENGTHEN AGRICULTURAL ECONOMIC MANAGEMENT UNDER THE BACKGROUND OF NEW RURAL CONSTRUCTION

3.1 Strengthening the popularization of agricultural economic management knowledge

Under the background of strengthening the construction of new rural areas, the popularization of agricultural economic management knowledge should be strengthened. Only when farmers have a correct understanding of agricultural economic management can they follow the guidance of agricultural economic management and efficiently promote the development of agricultural economy and

rural construction, because cognition is the foundation of practice and has a guiding role in practice. Firstly, relevant departments should go deep into the grassroots of rural areas, strengthen the guidance of the thinking and cognition of agricultural growers, so that they can correctly understand what agricultural economic management is and recognize it. Only in this way can they mobilize the enthusiasm of agricultural growers to participate. Secondly, the government should strengthen the guiding role of the market, and through market guidance, change the development of agricultural economy and improve the speed of agricultural development. The market is the soil for economic development. In the process of market operation, various market rules will emerge to guide the direction of economic development. Therefore, the government should rely on market rules to promote the transformation of rural agricultural economic development. Finally, efforts should be made to popularize agricultural production technologies, as technology is closely related to yield. Although China has invested heavily in research and development of agricultural production technologies, many advanced agricultural production technologies have not been implemented at the grassroots level, which requires government departments to do a good job in technology promotion.

3.2 Accelerating Industrial Layout

Agriculture is the main industry in rural areas, so local governments should make good agricultural planning when carrying out agricultural industry layout. It can be said that the development of agriculture is related to the development of rural economy, and the industrial layout of agriculture also affects the quality of rural industrial layout construction. Accelerating the development of agricultural economy is also one of the most effective means to narrow the gap between urban and rural economic development. When planning the industrial layout in rural areas, while developing new ways to promote rural economic development, it is also necessary to pay attention to the development and transformation of agriculture. Based on agriculture, it is necessary to form a complete industrial chain, significantly enhance the thickness of industries, and connect with local

industries. For example, in the process of rural development, agriculture and tourism can be combined. At the same time, the government also needs to support farmers in entrepreneurship and provide them with resources to achieve the transformation of agricultural production, such as policy support and loan services.

3.3 Strengthening the Construction of Talent Teams

Optimizing agricultural economic management requires the support of a high-quality talent team. Government departments need to select agricultural economic management personnel, select high-quality and professional talents, and carry out talent training during personnel selection to enhance the work ability of agricultural economic management personnel, and attach importance to the cultivation of their work attitude and sense of responsibility.

3.4 Introduction of Information Technology

In the era of informatization, promoting the optimization of agricultural economic management should be combined with information technology to enhance the development and investment in agricultural science and technology, and promote the modernization of agricultural economy. Relevant departments should plan for the development strategy of informatization, apply information-based management methods to replace traditional management methods, and improve the efficiency and quality of agricultural economic management. By utilizing information technology, efficient

collection, analysis, and processing of agricultural economic information can be achieved, making it more scientific

4. CONCLUSION

In general, under the background of new rural construction, strengthening agricultural economic management should strengthen the popularization of agricultural economic management knowledge, accelerate the industrial layout of agriculture, strengthen the construction of agricultural economic management talent team, and introduce information technology to improve the efficiency and quality of agricultural economic management and promote high-quality development of agricultural economy.

REFERENCE:

- [1] Su Peimeng, Ma Ming Exploring the Optimization Path of Agricultural Economic Management under the Background of New Rural Construction [J]. *Henan Agriculture*, 2023, (20):13-15.
- [2] Zhao Hongbo Exploring the Path of Optimizing Agricultural Economic Management under the Background of New Rural Construction [J]. *Agricultural Development and Equipment*, 2022, (02):61-63.
- [3] Ma Zhengsong Exploring the Path of Optimizing Agricultural Economic Management under the Background of New Rural Construction [J]. *Chinese market*, 2021, (36):36-37.

Research on the Current Situation and Countermeasures of Interpersonal Communication Ability among Vocational College Students

Qingqian Gu

Zibo Vocational Institute, Zibo, Shandong, 255300, China

Abstract: With the development of education and the continuous updating of educational concepts, the current development of education places more emphasis on comprehensiveness and scientificity. For vocational college students, in the process of education, vocational colleges pay more attention to the cultivation of their interpersonal communication skills. Students in vocational colleges are a large group, and most of them will enter frontline positions in society, becoming the cornerstone of promoting social development. In addition to valuing their professional growth, comprehensive qualities such as communication skills are also very important. Good communication skills are related to the growth and development of students, and are essential skills for students to enter and adapt to society. Therefore, this article will analyze the current situation and countermeasures of interpersonal communication skills among vocational college students.

Keywords: Vocational Colleges; Interpersonal Communication Skills; Current Situation; Countermeasure

1. INTRODUCTION

For students in vocational colleges, interpersonal communication skills are very important, as they are related to their growth and development. From the employment situation of students, many companies prefer students with management experience, such as class monitors, student unions, and club heads. the reason why they are more accustomed to these students is not because of their strong professional abilities. Many student cadres

who participate in student work in schools do not have outstanding professional course grades. Enterprise units value their good interpersonal communication skills, and often such students are easier to adapt to their positions, And possess good comprehensive qualities. Therefore, cultivating students' interpersonal communication skills is very important. However, currently, the cultivation of students' interpersonal communication skills is influenced by various factors, such as psychological factors, age factors, personality factors, etc., which can all affect the formation of good interpersonal communication skills. Therefore, this article will analyze these issues and explore how to cultivate students' interpersonal communication skills.

2. THE CURRENT SITUATION OF INTERPERSONAL COMMUNICATION SKILLS AMONG VOCATIONAL COLLEGE STUDENTS

In vocational colleges, a considerable number of students lack interpersonal communication skills and do not know how to communicate effectively and harmoniously with others. Some students even have serious communication barriers. Therefore, it is very important to change the current situation of interpersonal communication skills among vocational college students. There are many reasons for the insufficient interpersonal communication skills of students. Firstly, the personality of students affects their communication. For example, some students may want to communicate with others, but they are introverted and lack initiative in communicating with others, while others have

a solitary personality and are unwilling to interact with others. Some students even pursue a "aloof" personality in their daily lives, treating loneliness and solitude as cool things and unwilling to socialize with others. the second factor is the influence of economic factors. the different economic situations among students affect their communication, especially for students from poor family conditions. They may have a sense of embarrassment and inferiority, and are unwilling to participate in collective activities. the third factor is the influence of grade. First grade students often have weaker overall interpersonal communication skills. This is because they have just entered a new environment, which makes them cautious and unwilling to interact with too many people. the fourth factor is the influence of psychological factors. Some students have poor psychological qualities and are afraid to speak during communication with others. They may also experience unclear speech due to psychological tension, and some students may even have social anxiety disorder due to psychological factors.

3. STRATEGIES TO IMPROVE THE INTERPERSONAL AND COMMUNICATION SKILLS OF VOCATIONAL COLLEGE STUDENTS

3.1 Cultivate students' awareness of active communication and interaction

For the cultivation of interpersonal communication skills among vocational college students, the first step should be to cultivate their awareness of active communication and interaction, so that they are willing to actively communicate and not have a fear of social interaction. This can be achieved through psychological intervention and student's own regulation. According to the analysis of the actual communication and exchange situation among vocational college students, most students are unwilling to actively communicate and interact. This requires student managers to change this situation through educational activities. Student managers can organize students to participate in discussions together to change the current situation of students, create opportunities for students to actively communicate and exchange, and enable

students to take the first step in communication and exchange. For example, teachers can organize students to participate in leaderless group meetings, allowing them to discuss a problem. Through this guidance, under the influence of multiple activities, students can change their personality and psychological cognition.

3.2 Improving Students' Cognition of Communication and Communication

Communication and exchange require correct cognition, and the accuracy of understanding interpersonal communication relationships affects the level of interpersonal communication ability. However, most students in vocational colleges obviously lack the correct cognition of communication and exchange. In the process of cultivating students' cognitive skills in communication, it is possible to enable them to learn and master the theories of self presentation and social exchange, thereby enabling them to understand what communication is and how to effectively engage in it. In social exchange theory, communication is regarded as a commodity exchange behavior. Here, commodities refer not to material aspects, but to honors, prestige, or appreciation. Interpersonal communication is a process of obtaining rewards through labor, and this exchange is bidirectional. Only when both parties benefit from interpersonal communication can communication continue. Through this theoretical and technical guidance, students can understand the essence of interpersonal communication, thereby promoting their learning of effective communication and enhancing their interpersonal communication skills.

3.3 Strengthening Students' Communication and Communication Skills

Vocational colleges can also compensate for the lack of interpersonal communication skills among students by offering relevant courses and teaching them some communication skills. Currently, vocational college students are learning how to communicate and interact, and most of them learn through friends. This type of learning involves daily communication with friends or teaching simple communication skills. However, there are very few students who effectively learn communication skills from the classroom,

which shows the shortcomings of vocational colleges in cultivating students' interpersonal communication skills. Therefore, vocational colleges should attach importance to the cultivation of interpersonal communication skills among students. Vocational colleges can teach students how to communicate and interact by offering oral and interpersonal skills courses, as well as psychological health courses to help students master communication skills and improve their interpersonal communication skills.

3.4 Building a platform for interpersonal communication and interaction

To enhance students' interpersonal communication skills, vocational colleges should provide them with a platform for interpersonal communication. Many students, although lacking in interpersonal communication, are still very interested in participating in various activities organized by the school. When students participate in activities, they will engage in communication and meet their communication needs. Therefore, vocational colleges should establish as many collaborations as possible through various forms of activities such as cultural and sports activities, club activities, etc. that require team communication and cooperation, in order to provide students with a platform for interpersonal communication and enhance their interpersonal

communication skills during the process of participating in activities.

4. CONCLUSION

In general, vocational colleges should cultivate students' awareness of active communication and interpersonal skills, enhance their communication skills, build a platform for interpersonal communication, and enable them to learn and actively engage in communication, thereby enhancing their interpersonal communication skills.

REFERENCE

- [1] Zhang Shaluo the Current Situation and Countermeasures of Interpersonal Communication Ability among Rehabilitation Therapy Students [J]. Journal of Taiyuan City Vocational and Technical College, 2023, (02):154-156.
- [2] Zheng Dongmei Research on the Current Situation and Countermeasures of Communication Ability among Vocational College Students [J]. Journal of Shaanxi Youth Vocational College, 2017, (02):45-47.
- [3] Chen Guixia, Zhang Xiaohua Research on the Current Situation and Countermeasures of Interpersonal Communication Ability among Vocational College Students [J]. Adult Education, 2011, 31(12):11-13.

Promoting Information Literacy Skills in University Libraries: Best Practices and Lessons Learned

Yuguo Liu

Taishan University, Taian, Shandong, 271000, China

Abstract: This study aims to explore how university libraries can promote students' information literacy skills and provide best practices and lessons learned. Information literacy is an essential skill in modern society, enabling individuals to effectively access, evaluate, use, and communicate information. University libraries, as the primary providers of information resources and educational support, play a crucial role in developing students' information literacy. This study synthesizes relevant literature, surveys, and interviews to summarize successful practices and discuss challenges and solutions. The findings suggest that university libraries should offer diverse training and guidance, including information retrieval skills, literature evaluation, and academic writing. Additionally, libraries should actively provide online learning resources and tools for students to access and engage in autonomous learning. Furthermore, collaboration and communication between libraries and faculty are crucial to ensuring effective implementation of information literacy education. However, the study also identified challenges such as limited awareness of information literacy among students, insufficient teaching resources, and faculty development. To address these issues, libraries can enhance promotion and personalized guidance, as well as strengthen collaboration with academic departments. Developing a faculty team with information literacy expertise is also an important task for universities. The study's results provide guidance for library managers and educators, offering insights and inspiration. However, further research and solutions are needed to address limitations.

Keywords: University Libraries, Information Literacy, Best Practices, Lessons Learned, Educational Support.

1. INTRODUCTION

1.1 Research Background

In the era of information explosion, information literacy has become an essential skill for individuals to access, evaluate, and utilize information. Particularly in the process of university learning and research, students need to possess high-level information literacy to meet academic demands and societal challenges. As an integral part of education, university libraries have a vital role to play in cultivating students' information literacy. Therefore, researching best practices and lessons learned in information literacy education within university libraries is of great significance in improving students' information literacy levels. [1-5]

1.2 Research Objectives and Significance

This study aims to explore how university libraries promote students' information literacy skills and provide best practices and lessons learned. In-depth research on the relationship between university libraries and information literacy education helps us better understand and advance the practice of information literacy education. By summarizing relevant research findings and practical experiences, this study provides insights and inspiration for library managers and educators to enhance the quality and effectiveness of information literacy education.

2. INFORMATION LITERACY AND UNIVERSITY LIBRARIES

2.1 Definition and Importance of Information Literacy

Information literacy refers to individuals' ability to access, evaluate, use, and communicate information through information technology and resources in the information age. Information literacy includes not only technical skills, such as information retrieval and processing, but also cognitive abilities, such as information evaluation and innovation. Improving information literacy is significant for individuals' learning, work, and daily life. In university education, cultivating information literacy is a necessary task to enable students to adapt to the requirements of the information age. [6-9]

2.2 Role of University Libraries in Information Literacy Education

University libraries, as the primary providers of information resources and educational support, play a crucial role in developing students' information literacy. Firstly, libraries offer diverse training and guidance to enhance students' information retrieval and utilization abilities. For example, in terms of information retrieval skills, libraries can provide training courses to teach students how to use databases and retrieval tools effectively. Additionally, libraries can offer training on literature evaluation and academic writing, enabling students to assess information reliability and quality and utilize information for academic research and writing.

Secondly, university libraries should actively provide online learning resources and tools to facilitate students' autonomous learning and enhance their information literacy. By establishing digital learning platforms and providing open-access electronic resources and academic literature, libraries can offer abundant learning materials and scholarly resources for students. Such measures contribute to students' autonomous learning and information literacy enhancement.

Furthermore, collaboration and communication between university libraries and faculty are crucial to ensuring effective implementation of information literacy education. Faculty can cooperate with libraries to integrate information literacy education into courses, promoting students' comprehensive development of information literacy skills. Libraries and faculty can collaborate in designing teaching plans and implementing curriculum activities to

cultivate students' information literacy skills. University libraries play a vital role in information literacy education by offering training and guidance, providing online learning resources and tools, and strengthening collaboration and communication with faculty. These efforts help students improve their information literacy levels to better adapt to the demands of the information age. In the following sections, we will further explore the best practices and lessons learned in information literacy education within university libraries. [8-12]

3. BEST PRACTICES AND LESSONS LEARNED

3.1 Diverse Training and Guidance

3.1.1 Training on Information Retrieval Skills

To enhance students' information retrieval abilities, university libraries can offer training tailored to different levels and needs. Training content may include database usage, keyword retrieval techniques, and literature filtering based on type and source. With systematic training, students can acquire efficient information retrieval methods, enabling them to access desired information more effectively.

3.1.2 Training on Literature Evaluation

In information literacy education, students need the ability to evaluate literature to determine its reliability and applicability. University libraries can provide training on literature evaluation, teaching students how to assess the quality of academic journals, evaluate authors' qualifications, and assess the reliability of research methods. Through such training, students can better select and utilize suitable literature resources.

3.1.3 Training on Academic Writing

Academic writing is an integral part of information literacy. University libraries can provide training on academic writing to help students improve their writing skills and academic paper organization. Training content may include academic paper structure, citation norms, logical thinking, and expressive techniques. Through such training, students can enhance the quality of their academic writing and strengthen their ability to convey and communicate information.

3.2 Provision of Online Learning Resources and Tools

University libraries should actively provide online learning resources and tools to facilitate students' autonomous learning and information literacy enhancement. Libraries can establish digital learning platforms and provide open-access electronic resources and academic literature. Additionally, they can develop learning tools and applications such as literature management tools, information organization tools, and online learning courses. By providing convenient learning resources and tools, university libraries can help students engage in autonomous learning and improve their information literacy.

3.3 Strengthening Collaboration and Communication with Faculty

Collaboration and communication between university libraries and faculty are key to the successful implementation of information literacy education. Libraries can collaborate with faculty to develop teaching plans and curriculum content for information literacy education, providing teaching support and resources. Furthermore, libraries can maintain regular communication and feedback with faculty to understand students' learning needs and challenges, as well as to evaluate the effectiveness of information literacy education. By strengthening collaboration and communication with faculty, university libraries can better meet students' information literacy needs and improve the quality and effectiveness of information literacy education.

4. CHALLENGES AND SOLUTIONS

4.1 Limited Awareness of Information Literacy Among Students

4.1.1 Importance of Promoting and Raising Awareness

Due to students' limited awareness of information literacy, university libraries need to strengthen promotion and awareness-raising efforts. Information literacy's significance and practical implications can be introduced to students through bulletin boards, posters, brochures, etc. Additionally, promotional events, lectures, and training courses can be held to impart knowledge and skills related to information literacy and generate students' interest in this field.

4.1.2 Provision of Personalized Guidance

Students have diverse needs and levels of information literacy. University libraries can provide personalized guidance and support. For instance, individual consultations and counseling services can be offered to address students' specific questions and provide guidance. Additionally, group discussions and study groups can be organized to facilitate student communication and collaboration, collectively improving information literacy levels.

4.2 Insufficient Teaching Resources

Insufficient teaching resources pose a challenge to information literacy education. University libraries can address this challenge by collaborating and sharing resources with other universities, libraries, and institutions. Furthermore, actively seeking relevant projects and funding can support the acquisition and development of teaching resources, meeting students' learning needs effectively.

4.3 Faculty Development

Faculty development is essential to sustain the development of information literacy education. University libraries can organize training and workshops to enhance faculty's information literacy education capabilities and professional level. Simultaneously, encouraging faculty to engage in academic research and practice can foster their teaching innovation and research abilities. These efforts continuously enhance the overall quality of faculty, providing strong support for information literacy education.

University libraries can enhance students' information literacy levels through diverse training and guidance, provision of online learning resources and tools, and strengthening collaboration and communication with faculty. However, challenges exist, such as limited awareness of information literacy among students, insufficient teaching resources, and faculty development. Promotional efforts, personalized guidance, resource sharing, and faculty development can help libraries overcome these challenges, continuously improving the quality and effectiveness of information literacy education.

5. CONCLUSION

5.1 Summary of Main Research Findings

Through comprehensive analysis of the practices and research in information literacy education within university libraries, this study yields the following main research findings:

Firstly, diverse training and guidance are essential approaches to improve students' information literacy. Training on information retrieval skills helps students master effective information retrieval methods, training on literature evaluation enhances students' ability to judge the reliability of literature, and academic writing training improves students' writing skills and academic paper organization. Secondly, the provision of online learning resources and tools is an effective means to facilitate students' autonomous learning and information literacy enhancement. University libraries can establish digital learning platforms, provide open-access electronic resources and academic literature, and provide convenient learning resources and tools.

Furthermore, strengthening collaboration and communication with faculty is crucial to the successful implementation of information literacy education. Close collaboration between university libraries and faculty promotes the integration of information literacy education into the curriculum, enhancing teaching quality and effectiveness.

5.2 Recommendations for Library Managers and Educators

Based on the research findings, we offer the following recommendations for library managers and educators:

Firstly, library managers should prioritize information literacy education and incorporate it into library development strategies and plans. Additionally, strengthening communication and collaboration with faculty and students, understanding their needs and expectations, and providing better information literacy support are necessary.

Secondly, university libraries should continually improve training methods and content based on students' actual needs. Training should cover information retrieval skills, literature evaluation, academic writing, and other aspects to improve students' information literacy levels.

Furthermore, university libraries should actively develop and share online learning resources and tools to provide a convenient

learning environment and resource support for students. Collaboration with other universities, libraries, and institutions can facilitate resource sharing and enhance the efficiency and quality of resource utilization.

Finally, library managers and educators should pay attention to faculty development and improvement of their information literacy education capabilities and professional level. Training, workshops, and other activities can enhance faculty teaching and research abilities, providing strong support for information literacy education.

5.3 Limitations and Future Research Directions

While this study provides a comprehensive analysis of the practices and research in information literacy education within university libraries, there are limitations to be acknowledged.

Firstly, the research scope primarily focuses on university libraries in a particular country, with limited research on information literacy education practices and research in other types of libraries such as public libraries and specialized libraries. Further research is needed to delve into the practices and methods of information literacy education in these library types.

Secondly, the research results mainly rely on the synthesis of existing literature, lacking original empirical research. Future research can employ methods such as questionnaires and interviews to conduct empirical studies on information literacy education practices in university libraries, obtaining more specific and objective results.

Additionally, research can further explore the practices and effectiveness of information literacy education in different disciplinary fields and majors. Different disciplines and majors have varying requirements and approaches to information literacy education. Research can investigate information literacy education strategies and methods in different contexts, considering disciplinary backgrounds and specific educational needs.

In conclusion, this study provides insights and recommendations for library managers and educators by analyzing the practices and research in information literacy education within university libraries. However, there are limitations, and further research can expand

the scope and methods to promote continuous development and optimization of information literacy education.

REFERENCE

- [1] Li Yuan Yuan. the practice of university library information literacy education based on user needs study [J]. Journal of library construction, 2014, 000(008):56-59 zhongguo kuangye daxue. DOI: 10.3969/j. i SSN. 1004-325 - x. 2014.08.013.
- [2] Guo Yao, Fan Jie. From the perspective of organizational culture on information literacy education of university library practice [J]. Journal of library work and study, 2014(8):4. DOI: 10.3969/j. i SSN. 1005-6610.2014.08.014.
- [3] Jin Biao, Li Houqing. the practice and enlightenment of information Literacy Education in primary and secondary schools in Japan [J]. Libraries, 2022(6):10.
- [4] Ding Yaru. Practice and Enlightenment of Information Literacy Education for visually impaired users in public libraries at home and abroad [J]. Library, 2021(10):6.
- [5] Jiang Zikui, Wang Shenhong. An analysis of students' Information Literacy Education Practice innovation -- A case study of Information Literacy Summer Camp for graduate students in Anhui Province [J]. Journal of Fuyang Normal University (Social Science Edition), 2019, 000(003):143-146.
- [6] Zhang Jingbo. Cooperatives - information literacy education in colleges and universities only [J]. Journal of university library, 2008. the DOI: CNKI: SUN: DXTS. 0.2008-01-022.
- [7] Wan Hui. Practice and Innovation of Library Information Literacy Education -- A Case study of Anhui Agricultural University. 2020.
- [8] Chen Mengge. Research on Improving Academic Information Literacy of graduate students in Colleges and Universities in Hebei Province [D]. Hebei University of Economics and Business, 2019.
- [9] Dai Liping. Discussion on the practice of information literacy education in University libraries [J]. Science and Information Technology, 2018(15):2.
- [10] Li Liang. Analysis and reflection on Public Library readers' Information Literacy Education Practice [J]. Journal of Henan Library, 2017.
- [11] Sheng Xingjun, Xu Teng. Research on Information Literacy Education in University libraries under Digital Academic Environment: A case study of digital academic services in American University libraries [J]. Journal of Sichuan Library, 2023(3):55-62.
- [12] Zhou Mei. Introduction to theory and practice of library information literacy education [J]. China's school education, 2014. the DOI: CNKI: SUN: XWLL. 0.2014-11-007.

Research on Teaching Reform in Higher Education in the Smart Education Environment

Huang Danyi, Qiu Tian, Liang Xuanming

Guangdong Teachers College of Foreign Languages and Arts, Guangzhou, Guangdong, 510530, China

Abstract: This study aims to explore the theoretical and practical aspects of teaching reform in higher education in the smart education environment. Through literature review and theoretical analysis, this study delves into the core issues of teaching reform in higher education in the smart education environment. the study finds that the smart education environment provides new opportunities for teaching reform in higher education. In the smart education environment, universities can utilize advanced technology and innovative teaching strategies to optimize teaching design, enhance teachers' professional development, establish effective evaluation mechanisms, and strengthen the sharing and collaboration of teaching resources. These strategies will help improve the quality of teaching and students' learning outcomes in higher education, promoting teaching reform to be more open, flexible, and dynamic. the findings of this study have important implications for educators and decision-makers in higher education for guiding teaching reform in the smart education environment.

Keywords: Smart Education Environment; Teaching Reform In Higher Education; Teaching Design; Teacher Development; Evaluation Mechanisms; Teaching Resource Sharing

1. INTRODUCTION

1.1 Research Background

With the rapid development and popularization of information technology, smart education, as an innovative educational model, has gradually attracted widespread attention in the reform of teaching in higher education. Smart education, supported by

information technology, combines advanced educational technology with educational teaching, providing personalized, flexible, and diversified learning experiences through innovative teaching strategies and tools. In the smart education environment, teaching reform in higher education can be conducted in a more open and innovative manner to meet the ever-changing educational demands and challenges.

1.2 Research Purpose and Significance

The purpose of this study is to explore the theoretical foundation and practical application of teaching reform in higher education in the smart education environment, in order to provide strong theoretical support and practical guidance for teaching reform in higher education. Through comprehensive analysis and research on smart education and teaching reform in higher education, the study seeks to gain a deep understanding of the inherent connection and interaction between smart education and teaching reform in higher education, providing guidance for educators and decision-makers in higher education and promoting teaching reform to be more open, flexible, and adaptable.

1.3 Research Questions and Methodology

In the research process, we will focus on the following questions: What is the concept and characteristics of smart education? What is the background and urgency of teaching reform in higher education? How does smart education relate to and promote teaching reform in higher education? To address these questions, we will employ the methods of literature review and theoretical analysis, collecting related literature and theories on smart education and teaching reform in higher education, analyzing their connotations and

relationships, and providing insights and suggestions for teaching reform in higher education.

2. THE THEORETICAL FOUNDATION OF TEACHING REFORM IN HIGHER EDUCATION IN THE SMART EDUCATION ENVIRONMENT

2.1 The Concept and Characteristics of Smart Education

Smart education is an educational model based on information technology. It is based on innovative teaching methods and advanced educational technology, providing personalized, flexibility, and diversified learning experiences. the characteristics of smart education include personalized and differentiated education, active and autonomous learning, innovative and flexible teaching, and intelligent and adaptive education. In the smart education environment, students can choose learning content and methods according to their own needs and interests, while educators can provide personalized teaching support and guidance through intelligent educational tools and platforms.

2.2 The Background and Urgency of Teaching Reform in Higher Education

Teaching reform in higher education is an important measure to respond to the needs of social and educational development. With the rapid development of the social economy and the rise of the knowledge economy, higher education faces new challenges and opportunities. Traditional teaching models and methods are no longer able to meet the needs of students and society, hence the need for teaching reform to improve teaching quality and student learning outcomes. the background of teaching reform in higher education includes the rapid development and application of information technology, changes in student needs and learning approaches, and shifts in educational concepts and values. These factors collectively drive teaching reform in higher education to become a hot topic in the field of education today.

2.3 The Relationship between Smart Education and Teaching Reform in Higher Education

Smart education is closely related to and promotes teaching reform in higher education,

as they mutually reinforce each other. Smart education provides advanced educational technology and innovative teaching strategies, offering new ideas and methods for teaching reform in higher education. By applying smart education, universities can optimize teaching design, enhance teachers' professional development, establish effective evaluation mechanisms, and strengthen the sharing and collaboration of teaching resources. These strategies will help improve the quality of teaching and students' learning outcomes, promoting teaching reform in higher education to become more open, flexible, and dynamic. Teaching reform in higher education in the smart education environment is an important means to deepen educational reform and a key path to improving the quality and efficacy of higher education.

Through the exploration of the theoretical foundation of teaching reform in higher education in the smart education environment, we can further understand the inherent connection and interaction between smart education and teaching reform in higher education. This will deepen our understanding of the core concepts and characteristics of smart education, recognize the background and urgency of teaching reform in higher education, and provide theoretical guidance and practical experience for the practice of teaching reform in higher education. In the following chapters, we will delve into the optimization of teaching design in the smart education environment, the importance of teacher development in the smart education environment, and the significance of establishing effective evaluation mechanisms and sharing teaching resources among universities.

3. OPTIMIZATION OF TEACHING DESIGN IN THE SMART EDUCATION ENVIRONMENT

3.1 The Application of Smart Education Technology in Curriculum Design

In the smart education environment, teaching design can fully utilize smart education technology to optimize curriculum design. Smart education technology includes online learning platforms, virtual laboratories, intelligent learning systems, etc. These technological tools can provide personalized

learning resources and support to meet students' diverse learning needs. In curriculum design, teachers can select suitable teaching resources based on students' interests and abilities, design challenging and inspiring learning tasks, and provide real-time feedback and assessment through smart education technology, promoting students' active participation and deep learning.

3.2 Innovative Strategies and Methods in Teaching Design

In the smart education environment, teaching design needs to employ innovative strategies and methods to adapt to diverse learning needs and teaching objectives. One common innovative strategy is to adopt project-based or problem-driven learning methods, stimulating students' interest and motivation through real-world problems and tasks. Additionally, collaborative learning and group discussions are effective methods to foster student interaction and collaboration. In the smart education environment, teachers can utilize online collaboration tools to support student communication and collaboration. Moreover, personalized learning is one of the core features of smart education. With the support of smart education technology, teachers can design personalized learning paths and resources based on individual differences and learning needs, thereby improving learning outcomes and student satisfaction.

3.3 Development and Utilization of Teaching Resources in the Smart Education Environment

In the smart education environment, the development and utilization of teaching resources become more important and convenient. Teaching resources can include textbooks, multimedia teaching materials, online learning resources, etc. In the smart education environment, teachers can develop and integrate teaching resources using smart education technology and platforms, providing diversified and rich learning materials. Meanwhile, teachers can also share and exchange teaching resources through smart education technology, promoting communication and collaboration among teachers. Furthermore, teaching resources in the smart education environment can be better matched with students' individual differences

and learning needs, providing personalized learning support and guidance.

4. THE IMPORTANCE OF TEACHER DEVELOPMENT IN THE SMART EDUCATION ENVIRONMENT

4.1 The Requirement and Enhancement of Teacher Professional Literacy

In the smart education environment, university teachers need to possess rich teaching experience and professional literacy to better meet diverse teaching demands and challenges. Teachers in the smart education environment need to be familiar with and proficiently apply various educational technologies and tools. They need to understand students' learning needs and psychological characteristics, and design and implement teaching plans that meet these needs. Therefore, enhancing teachers' professional literacy becomes a crucial task in the smart education environment, requiring continuous training and learning to improve educational skills and teaching abilities.

4.2 The Impact of Smart Education Technology on Teacher Roles and Capacities

The application of smart education technology presents new requirements and challenges for the roles and capacities of university teachers. In the smart education environment, teachers no longer simply transmit knowledge but instead play the role of learning guides and learning environment designers. Teachers need to possess keen observation and judgment to promptly understand students' learning status and needs, adjust teaching methods and strategies based on student feedback, and possess a comprehensive understanding and application of educational technology. Teachers should be able to flexibly select and use various smart education technologies and tools, providing personalized and effective teaching support and guidance.

4.3 Support Mechanisms and Measures for Teacher Development in Higher Education

To support the development of university teachers in the smart education environment, corresponding support mechanisms and measures need to be established. Schools and educational institutions can conduct teacher training and professional development programs, providing training and learning

resources on smart education technology to help teachers enhance their teaching abilities and professional literacy. Additionally, schools can establish platforms for teacher communication and collaboration, facilitating the sharing of experiences and collaborative research among teachers. Furthermore, schools can establish incentive mechanisms and policies to stimulate teachers' enthusiasm and innovation, promoting the development and growth of university teachers in the smart education environment.

Through the discussion on the optimization of teaching design in the smart education environment and the importance of teacher development, we can gain a deeper understanding of the impact of smart education on teaching design and teacher roles. Optimized teaching design can provide more personalized and effective learning support, while the development of university teachers is crucial for the successful implementation of smart education. In the following chapters, we will explore the importance of establishing effective evaluation mechanisms and sharing teaching resources among universities, deepening our understanding of the theoretical foundation of teaching reform in higher education in the smart education environment.

5. ESTABLISHING EFFECTIVE EVALUATION MECHANISMS TO PROMOTE TEACHING REFORM

5.1 The Application of Smart Education Technology in Evaluating Student Learning Outcomes

In the smart education environment, evaluating student learning outcomes is an important part of teaching reform. Smart education technology can provide real-time feedback and assessment during the learning process, helping teachers understand students' learning status and progress. Smart education technology can collect students' learning data through online learning platforms and learning analytics tools, enabling the evaluation of students' learning outcomes and learning effectiveness. Teachers can adjust teaching strategies and methods based on students' learning data and assessment results, providing personalized learning support and guidance, and promoting students' learning growth.

5.2 Teaching Feedback and the Achievement of Personalized Learning

Teaching feedback is an important means to promote personalized learning in the smart education environment. Through smart education technology, teachers can promptly understand students' learning situations and difficulties, providing targeted feedback and guidance. Teaching feedback can take various forms, including written feedback, audio feedback, video feedback, etc., to meet students' diverse learning needs and preferences. Personalized learning can provide tailored learning resources and learning paths based on students' learning data and learning habits, improving learning effectiveness and student satisfaction.

5.3 The Guiding Role of Evaluation Results in Teaching Reform

The guiding role of evaluation results in teaching reform should not be ignored. Through the analysis of students' learning outcomes and evaluation results, teachers and schools can understand the effectiveness of teaching and the direction of improvement. Evaluation results can provide teachers with opportunities for reflection and improvement, helping them understand the effectiveness of their teaching and teaching strategies, and further adjust and improve teaching methods, improving students' learning outcomes. Additionally, evaluation results can provide decision-making basis for schools and educational policymakers, allowing them to formulate corresponding policies and measures to promote the further implementation of teaching reform.

6. THE IMPORTANCE OF SHARING AND COLLABORATION OF TEACHING RESOURCES AMONG UNIVERSITIES

6.1 The Construction and Utilization of Teaching Resource Sharing Platforms

In the smart education environment, the sharing and collaboration of teaching resources among universities have become more important. Teaching resource sharing platforms can provide a convenient platform for communication and sharing. Teachers can upload their teaching resources to the sharing platform and access high-quality teaching resources shared by other teachers through

search and browsing functions. Through teaching resource sharing platforms, teachers can learn from and inspire each other, fully leveraging the collective wisdom of teachers to improve teaching quality and effectiveness. Additionally, teaching resource sharing platforms can promote collaboration and communication among teachers, stimulating cross-disciplinary teaching innovation.

6.2 The Role of Cross-Disciplinary Collaboration in Teaching Innovation

Cross-disciplinary collaboration plays an important role in teaching innovation in the smart education environment. Smart education emphasizes comprehensive and interdisciplinary learning experiences, requiring teachers to collaborate with teachers from other fields in teaching design and implementation. Through cross-disciplinary collaboration, teachers can combine knowledge and skills from different disciplines, designing challenging and innovative learning tasks and projects. Cross-disciplinary collaboration can break down barriers between disciplines, promote communication and integration among disciplines, and cultivate students' comprehensive abilities and innovative thinking.

6.3 Mechanisms and Barriers for Sharing Teaching Resources among Universities

The mechanisms and barriers for sharing teaching resources among universities need to be addressed. Teaching resource sharing involves issues such as intellectual property rights, the quality and copyright of teaching content, etc., requiring the establishment of corresponding mechanisms and regulations to ensure the legality and sustainability of resource sharing. Additionally, teaching resource sharing also faces technical standards and platform compatibility issues, necessitating the establishment of unified standards and platforms to facilitate resource sharing and utilization. Meanwhile, resource sharing should fully consider the autonomy and interests of schools and teachers, ensuring fairness and equity in resource sharing.

7. CONCLUSION

This study provides valuable theoretical guidance and practical experience for teaching reform in higher education in the smart

education environment through the exploration of the theoretical foundation and practical application of teaching reform in higher education in the smart education environment. By optimizing teaching design, enhancing teacher development, establishing effective evaluation mechanisms, promoting teaching reform, and strengthening the sharing and collaboration of teaching resources among universities, we can further drive the deep development of teaching reform in higher education in the smart education environment, improving teaching quality and student learning outcomes.

However, this study also has limitations. Firstly, due to time and resource constraints, the study only explores the theoretical foundation of teaching reform in higher education in the smart education environment, and further research is needed to delve into its practical application and effects. Secondly, the study's samples and scope have certain limitations and may not cover all relevant fields and disciplines. Future research can expand the sample size and scope, further exploring the practical application and effects of teaching reform in higher education in the smart education environment.

Despite these limitations, this study provides valuable theoretical guidance and practical experience for teaching reform in higher education in the smart education environment. Through the optimization of teaching design, the enhancement of teacher development, the establishment of effective evaluation mechanisms, the promotion of teaching reform, and the strengthening of the sharing and collaboration of teaching resources among universities, we can further promote the deep development of teaching reform in higher education in the smart education environment, improving teaching quality and student learning outcomes.

REFERENCES

- [1] Huang Wei. Exploration of college Music Teaching Reform under Wisdom Education [J]. American by Air, 2022(5):182-184.
- [2] He Qing, LAN Zhouxin. Wisdom Education leads the reform and innovation of university classroom teaching [J].

Heilongjiang Education: Higher Education Research and Evaluation, 2021(12):2.

[3] Xidaoyun. Intelligent Education Promotes the Reform of Classroom Teaching and Training of Innovative Talents in Colleges and universities [C]//2018 Summit Forum of the Second International Academic Conference on Science and Technology Innovation and Education Development. 0[2024-03-27].

[4] Deng Wei Yu Yidan. Research on the reform of teaching methods in colleges and universities under the environment of intelligent education [J]. Journal of Huainan Vocational and Technical College, 2022, 22(1):78-80.

[5] Zhang Jing, Miao Shuiqing, Wu Bingjie, Li Peng. Based on the wisdom of classroom teaching in colleges and universities education background reform [J]. Computer products and circulation, 2020(10):1. the DOI: CNKI: SUN: WXXJ. 0.2020-10-163.

[6] Li Ping. Research and Practice of Blockchain curriculum Teaching Reform in the context of Smart Education [J]. 2021.

[7] Chen Li, Zou Ming. Opportunities and challenges of higher education reform from the perspective of smart education [J]. Industry and Science and Technology Forum, 2020(17):161-162.

[8] Min Luyan. "Internet+Education" is the inevitable trend of college teaching reform [J]. New education era electronic magazine (student edition), 2018, 000(044):190. DOI: 10.3969/j. i SSN. 2095-4751.2018.44.188.

[9] Cui Yaqiang, Gan Qihong, Wang Chunyan. Thinking on the construction and operation mechanism of intelligent teaching Environment in colleges and universities: A case study of Sichuan University [J]. Modern education technology, 2020, 030(003):95-100. the DOI: CNKI: SUN: XJJS. 0.2020-03-015.

[10] Yu Tai, Li Li, Zhao Xin. Construction of intelligent teaching environment in universities based on educational Big Data [J]. Laboratory Research and Exploration, 2020(007):039.

[11] Li Zhihui, Ge Hongyi. Internet of things based on students' innovative ability training professional practice teaching system research [J]. Journal of education research, 2021, 4(3):35 and 36. DOI: 10.12238/er v4i3.3725.

[12] Song Petit. Application research of Intelligent course interface Design in colleges and universities based on Intelligent Campus construction [D]. East China University of Science and Technology, 2015.

[13] Dong Hui. Theory of Taoism education thought enlightenment on the teaching in our country [D]. [2024-03-27]. Harbin normal university DOI: CNKI: CDMD: 2.1014.382271.

[14] Wang Yongli. Strategies for improving self-efficacy of young college English teachers in the era of Big Data [J]. Educational Observation, 2020, 9(9):3.

Research on Naming and Translation of Scenic Spots in Huanggang Yi'ai Lake Park

Ling Zhang, Jiena Xiao*

School of Foreign Studies, Huanggang Normal University, Huanggang 438000, Hubei, China

*Corresponding Author.

Abstract: This paper introduces the naming and English translation of scenic spots in detail through the field investigation of Huanggang Yi'ai Lake Park and the collection of relevant materials on Su Dongpo, so as to better express the meaning, convey the Su Dongpo culture, and attract tourists.

Keywords: Huanggang Yiai Lake Park; Scenic Spot Name; Translation

1. INTRODUCTION

Huanggang Yi'ai Lake Park is an ecological and cultural theme park that integrates ecological and environmental protection, cultural heritage, leisure and entertainment, and focuses on Dongpo culture. Yi'ai Lake is a collection of Su Dongpo's poems and verses. It captures the aura of shape, scenery and objects. the name of the scenic spot contains traditional Chinese cultural elements such as

spring, summer, autumn and winter, pine, bamboo, plum, orchid, wind, flower, snow and moon, and it contains rich cultural connotations.

The author collected relevant information about Su Dongpo, made a field visit to Huanggang Yiai Lake Park, and took the brochure as the research object, and introduced the naming and English translation of scenic spots in detail, so as to better express the meaning, convey the Su Dongpo culture, and attract tourists.

2. THE FEATURES OF SCENIC SPOT NAMES

As an important part of the tourism text, the name of the scenic spot also contains the functions that the tourism text has. the name of the scenic spot has distinctive characteristics. the twelve scenic spots of Yi'ai Lake are named differently.

Scenic spot name	Naming style	Contained element
Yi'ai Breeze of Purity	Place & landscape	Yi'ai lake wind
Spring Dawn at Waterside		Uplands spring scenery
Bamboo Shadows Isle		Isle bamboo
Dongpo Farming	Place & behavior	Dongpo farm
Qin Island Moon Gazing		Isle moon gazing
Misty Rain	single landscape	misty rain
Willows Swaying		willow
Orchid Fragrance	combination of two landscapes	Orchid path
Lotus Swaying		Water lotus
Frosted Forest		frost leaf pine tree
Red Plum Blossom		red plum snow
Wild Geese Returning		Lake wild geese

Yi'ai Breeze of Purity, Spring Dawn at Waterside and Bamboo Shadow Isle are based on the integration of location and landscape, highlighting the geographical location of the scenic spot; Dongpo Farming and Qin Island Moon Gazing are based on location and

behavior. the former reflecting the scene of Su Dongpo farming Dongpo, making happiness out of hardship and the mood of "Eight Poems of Dongpo". the latter showing the artistic conception of lake light, moon shadow and cloud shadow. the scenic spots of Misty Rain

and Willows Swaying are based on a single landscape, showing the scenery of Su Dongpo's poem; Orchid Fragrance, Lotus Swaying, Frosted Forest, Red Plum Blossom, Wild Geese Returning are all based on the combination of two landscapes, with orchid, willows, lotus, pine trees and returning geese as the scenery to create an artistic conception of spring, summer, autumn and winter.

3. CULTURAL CONNOTATIONS OF YI'AI LAKE PARK

The twelve scenic spots of Yi'ai Lake Park are named after the name of Su Dongpo in "Yi'ai Pavilion", and the name of each scenic spot is based on the culture of Su Dongpo.

Cultural connotations	names of the twelve scenic spots
pine, bamboo, plum, orchid	Frosted Forest, Bamboo Shadows Isle, Red Plum Blossom, Orchid Fragrance
wind, flower, snow and moon	Yi'ai Breeze of Purity, Frosted Forest, Lotus Swaying, Orchid Fragrance, Red Plum Blossom, Qin Island Moon Gazing
Spring, summer, autumn and winter	Spring Dawn at Waterside, Willows Swaying, Misty Rain, Lotus Swaying, Dongpo Farming, Wild Geese Returning, Red Plum Blossom

3.1 Pine, bamboo, plum and orchid

Su Shi and his friends traveled to Qingquan Temple and found that blue grass was on both sides of the stream. Su Shi was touched by the scene, casually sang a fresh and readable, full of philosophy of Silk-Washing Stream. Su Shi thinks about life, and believes that a young and optimistic attitude should be maintained, and there is no need to lament for "the day of the year". Because people cannot change the world; what people can change is only their attitudes and perceptions about the world. [1] The scenic spot of Orchid Fragrance takes its name from the poetic imagery of "In the brook below the hill there drowns the orchid bud; the sandy path in the pines shows no trace of mud" in Su Dongpo's Sand of Silk-washing Stream. With orchids and aromatic plants as the characteristic plant landscape, an independent island is formed, creating an

atmosphere of empty valley and orchids. Orchid described keeping a certain distance from outside things and keeping her own posture.

3.2 Wind, flower, snow and moon

After Su Shi lived in Huangzhou, he was taken care of by the prefect Xu Junyou from time to time, and the prefect was a clean official and was beneficial to the countryside. After the prefect was about to leave Huangzhou, Su Shi named the Anguo Temple Zhujian Pavilion where they often gather as "Waiting Pavilion." He also wrote "The Yi'ai Pavilion note", praising the prefect Xu Junyou for "going and thinking about it, and this is the bereaved love", and he was a good official who left the great love in Huangzhou. [2]

The scenic area gains its name after the main structure Yiai Pavilion, which situated highest in the center of the spot, is very spectacular and conspicuous with surrounding green trees and grass. In the park you can have an agreeable overlook to not only experience the feelings that "The breeze blows slowly and waves rises time and again" as described in Former Fu on Red Cliff by Su Dongpo, but also feeling the "Yiai" spirit of Xu Junyou, a righteous and honest magistrate. Therefore, this work is of profound artistic conception and lingering charm.

3.3 Spring, summer, autumn and winter

Su Shi lived in Lingao Pavilion by the river for three years and wrote a lot of poems. "Spring Dawn at Waterside Slope" depicts the lake and spring scenery here. Su Shi wrote in his notes: Clouds circled left, river water went right, heavy door opened, and mountains branched in. With its majestic and profound aura, this scenery gives people a unique feeling of beauty. [2]

The Chinese character "Lin Gao" in the name refers to the waterside highland on which the scenic area is constructed. It comes from Su Dongpo's famous poem Ling Jiangxian (Waterside Fairy) – Return to the Waterside Highland at Night. "Chun Xiao" is also taken from the renowned sentence in it, "I dismounted and rest my head on the bridge under the poplar until cuckoo coos to embark the spring dawn." In this way the cultural connotation is enriched.

4. TRANSLATION OF SCENIC SPOT NAMES

Due to the differences between Chinese and Western cultures, the translation of scenic spot names must consider not only the characteristics of the language, but also the cultural connotations of different languages, in order to appropriately convey the information and connotations of the original language and achieve the purpose of communication. Therefore, this article analyzes the translation of scenic spots in Huanggang Yi'ai Lake Park from the three dimensions of language, culture, and communication for readers.

4.1 Language dimension

The transformation of language dimension refers to the translator's adaptive choice and transformation of language forms in different aspects and levels in the translation process. the translation requirements of scenic spot names are concise and clear, easy to read and remember, and combine the beauty of sound, shape, and meaning. [6]

The-third-year of Yuanfeng (1081), Su lived an idle life but his life was poor. One of his old friends Ma Zhengqing asked to give him an abandoned old camp from the county, Su made some decoration, plowing among it. This was what we called the Eastern Slope. He began to work in the field, calling himself "the Recluse of the Eastern Slope ". [2]

The Dongpo Farming Scenic Area is translated into Dongpo Farming by the combination of sound and meaning, recreating the scenes of Su Dongpo's poverty and ploughing Dongpo, and at the same time presents the poetic conception of " the Eight Poems on the Eastern Slope ": After working until I was utterly exhausted, I took my hands from the plow with a sigh and wrote the following poems in commemoration of my own labor and my hope that my toil might be will rewarded with next year's crops. Lin Yutang said: "Su Dongpo was the most lovely when he was an independent and free farmer who was seeking his own life. the Chinese praised the farmer who wears a hat, holds a rake, and stands in the field by the hillside from the heart. " (Lin Yutang, 2018)

4.2 Cultural dimension

The cultural transformation means that the translator pays attention to the source

language culture and the target language culture during the translation process, avoiding misinterpreting the original text from the target language culture and carrying out the transformation of cultural connotation and interpretation. the essence of translation is a cultural activity in which the translator uses the target language to reproduce the original language. Therefore, when the translator conveys the basic information at the language level, he must also convey the cultural connotation of the original language. [6]

Su Dongpo said: I would rather eat without meat than live without bamboo. No meat makes one lean, and no bamboo makes one vulgar. People who are thin can be fat, and there is no cure for the lay people. "It shows that the long cultural spirit of bamboo has penetrated into the bones of scholars. the weather-beaten Su Shi has become extraordinarily strong. Faced with repeated setbacks, Su Shi raised his head and looked at the moonlight bamboo shadows of Chengtian Temple in Huangzhou in a leisurely manner to find the "fun" of life in a hard life. [3]

Bamboo Shadows Isle Scenic Area uses literal translation to translate Bamboo Shadows Isle. the sound of bamboo rustling in the breeze, the shadow of the sparse night and moon, and the verdant character of the bamboo in the wind and frost, express vividly. the Isle (Small Island) is added at the end because Bamboo Shadows Isle Scenic Area is composed of three peninsulas. the theme of the scenic area is to display bamboo culture, creating the scene of "fishes swim freely in the winding river, bamboo shoots give off aroma in the bamboo-covered hills".

4.3 Communication dimension

Communicative dimension transformation refers to the transformation that focuses on the expression of the original communicative intention in addition to the transformation of language information and the transmission of cultural connotation in the translation process. the translation of scenic spot names should not only consider the linguistic and cultural aspects, but also the individual reactions of readers in the target language. Only by understanding the reader's acceptance of the target language can the effective communication of information be realized. [6]

Su Shi has been in Huangzhou for five years, and now he has to say goodbye to Huangzhou. the name of Wild Geese Returning scenic spot is taken from Su Dongpo's words such as "The weather outside the pavilion is raining, and Pinghu is enshrouded by drizzling" and "Returning geese are drinking and pecking on the south bank of the Jiangnan", which can show the open water of Pinghu and the mood of geese assemblage. [4]

The return of the wild goose in Pinghu was changed from the original translation the return of the wild goose to Wild Geese Returning, from the static noun the return to the dynamic verb Returning. Through the description of the return of the wild goose, Su Shi used the wild goose as his own symbol and sustenance, which could better express what Su Shi would want. the imitation mentality of staying in Huangzhou allows readers to better appreciate Su Dongpo's farewell feelings to Huangzhou Yiyi, and realizes the intention of cross-cultural communication.

Therefore, these three dimensions can coexist, and some translations adapt to them. Take Misty Rain for example. On March 7, the fifth year of Yuan Feng (1082), Su Shi, accompanied by several friends, went to Sand Lake to look at paddy field. On the way to the lake, it was windy and rainy. Everyone was drenched in a panic, only Su Shi was calm while chanting. He held a bamboo stick, wearing straw sandals, walking briskly and being brave. Till afternoon, the rain stopped, the clouds turned white and the sunshine started to shine again. Looking back the road, it became peaceful as normal. "There is no wind and rain, and no sunshine", which means the flatly light life, and means the gentle and unruffled gentleman style. [4]

Misty Rain Scenic Area is a peninsula in the middle of a lake, misty and rainy, with a beautiful artistic conception, so it is named after the famous phrase "Spend my life in mist and rains" in Su Dongpo's work "Ding Feng bo". Su Shi encountered wind and rain on the way, but he calmly whistled and walked forward. He is holding a bamboo stick, his feet are on mans shoes, and he walks briskly and without fear.

Misty Rain was originally translated as Alone in the rain, and the artistic conception beauty of the translation disappeared. Later, it was

translated as Misty rain. It is self-evident that foreigners have a hazy feeling of the rain, and it is more in line with Su Shi's "no wind and rain nor sunny" the ordinary life resonates, and he can better understand Su Dongpo's gentle, indifferent, serene, and calm gentleman style after experiencing life's winds and rains.

5. CONCLUSION

In short, through the research on scenic spot naming and scenic spot translation, the Huanggang Yi'ai Lake Park scenic spot shows the culture of Su Dongpo, and interprets the true meaning of "Su Dongpo completes Huangzhou, and Huangzhou also completes Su Dongpo". However, due to various reasons, not many tourists are known. the author chose Huanggang Yi'ai Lake Park scenic spot translation study, hoping to expand the effect of the scenic spot publicity, attract more tourists, and improve the development of the regional tourism industry.

ACKNOWLEDGMENTS

Supported by Huanggang Social Science Research Project "Huanggang Eco-tourism Research" 2023(053).

REFERENCES

- [1] Lin Yutang. Biography of Su Dongpo [M] Hunan Literature and Art Publishing House. 2018.
- [2] Lin Yutang. Biography of Su Dongpo (Part 1) [M] Hunan Literature and Art Publishing House. 2019.
- [3] Lin Yutang. Biography of Su Dongpo (Part 2) [M] Hunan Literature and Art Publishing House. 2019.
- [4] Wang Shuizhao Cui Ming. the biography of Su Shi [M] People's Literature Publishing House. 2020.
- [5] Chen Mingfu. Biography of Su Dongpo [M] China Literature and History Publishing House. 2020.
- [6] Hu Gengshen. Construction and Interpretation of Eco-Translation Studies [M] Beijing: the Commercial Press. 2013.
- [7] Hu Gengshen. Interpretation of Ecological Translation Studies [J]. Chinese Translators. 2008(06):11-158
- [8] Ren Fang. A Study on the Standardization of English Translation of Scenic Spots from

the Perspective of Eco-Translation Studies—
—A Case Study of Scenic Spots in
Qinhuangdao City, Hebei Province [J].
Tourism Overview. 2016(04):150-151.

[9] Tao Xiaoting. Research on English
Translation of Suzhou Garden Scenic Spot
Names Based on Three-dimensional
Transformation [J]. Journal of Inner Mongolia

Agricultural University (Social Science
Edition. 2014(03):133-136.

[10] Wang Xueqin., Interpretation of English
translation of Hangzhou West Lake scenic
spots from the perspective of ecological
translation [J]. Journal of Jixi University.
2011(12):84-85.

Synergistic Development Pathways of College Student Innovation & Entrepreneurship and University Physical Education

Bing Zhang

School of Physical Education, Huanggang Normal University, Huangzhou, Hubei 438000, China

Abstract: This study explores synergistic development pathways between college student innovation & entrepreneurship and university physical education. As an interdisciplinary research field combining humanities, social sciences, and practical application, it aims to provide theoretical support and guidance for policy-making and educational practice. The methodology includes literature review, theoretical analysis, and systematic synthesis to construct a comprehensive theoretical framework. Analyzing the historical development, theoretical foundations, and current status of both innovation & entrepreneurship education and physical education, this study examines their integration's necessity and feasibility. It also assesses related policy environments within and outside universities. By addressing policy support, curriculum design, faculty training, and resource integration, the study proposes specific collaborative development pathways. Findings indicate that this synergy not only enhances students' overall competencies but also injects new vitality and innovation into university physical education, creating a positive educational ecosystem. The study concludes that achieving this synergy requires robust policy support systems, optimized resource allocation, strengthened faculty development, and interdisciplinary collaborative innovation practices.

Keywords: College Student Innovation & Entrepreneurship; University Physical Education; Synergistic Development; Theoretical Analysis; Educational Policy

1. INTRODUCTION

1.1 Research Background and Significance

In the context of globalization and informatization, innovation and entrepreneurship have become crucial drivers of socio-economic development. For university students, cultivating innovation and entrepreneurial skills is vital not only for personal career growth but also for enhancing national innovation capacity and competitiveness. Concurrently, university physical education seeks integration and innovation with other educational fields to enhance students' overall qualities and inject new vitality into physical education, creating a positive educational ecosystem.

1.2 Review of Domestic and International Research

Internationally, innovation and entrepreneurship education are integral to higher education in many countries. The United States, the United Kingdom, and Germany have developed comprehensive educational systems with significant achievements, such as Stanford University and MIT. In contrast, China's innovation and entrepreneurship education started later but has made substantial progress in recent years with increased policy support and practical exploration. Similarly, international universities emphasize the integration of physical education with overall student development, as seen with the NCAA in the U.S. China's physical education has improved significantly but still requires further integration with innovation and entrepreneurship education.

1.3 Research Objectives and Methods

This study aims to explore synergistic development pathways between university student innovation & entrepreneurship and

physical education, providing theoretical support and guidance for policy-making and educational practice. Methods include literature review, theoretical analysis, and systematic synthesis to construct a comprehensive theoretical framework and propose specific collaborative development pathways.

2. OVERVIEW OF UNIVERSITY STUDENT INNOVATION & ENTREPRENEURSHIP EDUCATION

2.1 Definition and Connotation

Innovation and entrepreneurship education refers to educational activities aimed at cultivating students' innovation awareness, entrepreneurial spirit, and entrepreneurial abilities. It focuses on stimulating creativity, problem-solving skills, and transforming innovative achievements into economic and social value through entrepreneurial practice.

2.2 Theoretical Foundations

The theoretical foundations include innovation theory, entrepreneurship theory, and educational theory. Innovation theory emphasizes innovation as the source of economic growth and social progress, while entrepreneurship theory focuses on opportunity recognition, resource integration, and risk management. Educational theory supports the methodology, emphasizing student-centered, practical, and comprehensive education processes.

2.3 Current Development in Chinese Universities

Chinese universities have made significant progress in innovation and entrepreneurship education, driven by increased policy support and practical initiatives. Key aspects include enhanced policy support, improved curriculum systems, enriched practical platforms, and strengthened faculty capabilities.

3. OVERVIEW OF UNIVERSITY PHYSICAL EDUCATION

3.1 Definition and Connotation

Physical education refers to educational activities aimed at enhancing students' physical fitness, sports skills, and sportsmanship. It emphasizes promoting physical and mental health, teamwork, and competitive spirit through sports activities.

3.2 Theoretical Foundations

The foundations include sports science, education, and psychology. Sports science emphasizes the benefits of physical activity on health, education theory provides methodological support, and psychology focuses on the impact of sports on mental health, self-confidence, and teamwork.

3.3 Current Development in Chinese Universities

Chinese university physical education has seen significant improvements, with optimized curricula, enhanced faculty capabilities, improved sports facilities, and enriched sports activities. However, further integration with innovation and entrepreneurship education remains necessary.

4. NECESSITY OF SYNERGISTIC DEVELOPMENT BETWEEN COLLEGE STUDENT INNOVATION & ENTREPRENEURSHIP AND UNIVERSITY PHYSICAL EDUCATION

4.1 Need for Comprehensive Competence Development

In modern society, single-dimension knowledge and skills are insufficient. Students need solid professional knowledge, as well as innovative thinking, entrepreneurial abilities, and comprehensive competencies. Combining innovation & entrepreneurship education with physical education can holistically enhance students' overall qualities, fostering innovation awareness, entrepreneurial spirit, and teamwork skills, thus laying a strong foundation for future career development.

4.2 Necessity for Promoting Educational Diversity

Educational diversity is a key trend in modern education. Integrating innovation & entrepreneurship education with physical education enriches the content and forms of university education, promoting diverse educational development. This combination offers students a richer learning experience, stimulating their interest and potential, thus improving educational quality and effectiveness.

4.3 Driving Factor for Enhancing University Competitiveness

A university's competitiveness lies not only in academic research and teaching quality but also in its innovation capabilities and societal

impact. Synergizing innovation & entrepreneurship with physical education enhances a university's innovation capacity and social influence, thereby boosting its competitiveness. By nurturing high-quality talents with innovative and entrepreneurial skills, universities can stand out in the competitive education sector and gain greater societal recognition and support.

5. THEORETICAL FOUNDATIONS FOR SYNERGISTIC DEVELOPMENT PATHWAYS

5.1 Multiple Intelligences Theory

Proposed by Howard Gardner, the theory posits that human intelligence is multifaceted, including linguistic, logical-mathematical, spatial, bodily-kinesthetic, musical, interpersonal, intrapersonal, and naturalist intelligences. This theory emphasizes the development of multiple intelligences in education, aiming for holistic student development. Combining innovation & entrepreneurship with physical education fosters the development of students' multiple intelligences and comprehensive competencies.

5.2 Interdisciplinary Theory

This theory emphasizes the intersection and integration of disciplines, suggesting that cross-disciplinary integration can generate new knowledge and innovation. Integrating innovation & entrepreneurship with physical education exemplifies this theory, providing students with interdisciplinary learning experiences, stimulating innovative thinking, and fostering creativity.

5.3 Ecosystem Theory

Proposed by ecologist Eugene Odum, this theory views ecosystems as organic wholes composed of biological communities and their environments. It emphasizes the interactions and synergistic development among system elements. Combining innovation & entrepreneurship with physical education applies this theory, creating an educational ecosystem that promotes interaction and synergistic development among elements, thereby enhancing educational quality and effectiveness.

6. PRACTICAL PATHWAYS FOR SYNERGISTIC DEVELOPMENT

6.1 Curriculum Design and Integration

Curriculum design and integration are critical for synergistic development. Universities can combine innovation & entrepreneurship courses with physical education, creating interdisciplinary courses to develop students' innovative thinking, entrepreneurial abilities, and comprehensive competencies. For example, courses like "Sports Entrepreneurship Management" and "Sports Innovation Practice" can integrate sports management with entrepreneurial knowledge.

6.2 Faculty Development

Faculty development is crucial for successful integration. Universities can enhance faculty quality by recruiting entrepreneurs, mentors, and high-level sports coaches, conducting training and exchange activities, and establishing interdisciplinary faculty teams to foster collaboration and improve educational outcomes.

6.3 Effective Integration of Educational Resources

Effective integration of educational resources is vital. Universities can consolidate internal and external resources to provide abundant learning and practice opportunities, such as establishing incubators and sports entrepreneurship parks, collaborating with enterprises, and optimizing lab, library, and sports facility resources.

6.4 Internal and External Practice and Cooperation Mechanisms

Establishing practice and cooperation mechanisms is essential. Universities can organize innovation & entrepreneurship and sports entrepreneurship competitions and activities, collaborate with enterprises and social organizations on projects, and build mentor and advisor teams to support students.

7. POLICY RECOMMENDATIONS FOR IMPLEMENTATION

7.1 Establishing a Policy Support System

Creating a policy support system is crucial. Universities should develop and refine relevant policies, provide policy support and guarantees, set up special funds, and establish evaluation and incentive mechanisms to encourage innovation & entrepreneurship and sports entrepreneurship.

7.2 Educational Resource Allocation Strategy

Optimizing resource allocation is an important means to support integration. Universities should increase courses and faculty, improve laboratory, library, and sports facility infrastructure, and integrate internal and external resources to enhance learning and practice opportunities.

7.3 Incentive and Evaluation Mechanism

Establishing and improving incentive and evaluation mechanisms is essential. Universities should offer scholarships and awards, develop evaluation systems, and organize recognition activities to stimulate students' and teachers' enthusiasm for innovation & entrepreneurship and sports entrepreneurship.

8. CONCLUSION

This study analyzes the historical development, theoretical foundations, and current status of innovation & entrepreneurship and physical education in universities, highlighting the necessity and feasibility of their synergistic development. It proposes specific pathways for integration, finding that this synergy enhances students' comprehensive competencies and injects new vitality into physical education, forming a positive educational ecosystem. Future research should explore empirical studies and case analyses, interdisciplinary research, and international comparisons to further validate and refine these pathways.

ACKNOWLEDGEMENTS

Supported by Huanggang Normal University's Teaching Research Project, "Mechanism Study on Integration of University Sports, Industry, and Research Based on College Students' Innovation and Entrepreneurship," Project No: 2022CE62.

REFERENCES

[1] Zhang X. Exploration of College Innovation and Entrepreneurship Education in the Context of "Internet+" - A Case Study of Sports Majors [J]. Journal of Shijiazhuang University, 2017, 19(6):4.
[2] Gu C.F., Kang J.M., Wang D.S. Discussion on Innovation and

Entrepreneurship Education Pathways for Sports College Students [J]. Contemporary Sports Science and Technology, 2014, 4(30):2.
[3] Wang Q. Current Situation and Countermeasures for Cultivating Innovation and Entrepreneurial Talent in Sports Majors in Anhui Universities [J]. Journal of Neijiang Normal University, 2016, 31(6):6.
[4] Xiao L.P., Yan J.H. Development Trends, Challenges, and Paths of Innovation and Entrepreneurship Education in Chinese University Sports Industry [J]. Journal of Beijing Sport University, 2023, 46(7):65-77.
[5] Yu Z.X., Dong K. Path Analysis for Cultivating Innovative Talents in University Sports Majors [J]. Boxing and Fighting, 2022(6):64-66.
[6] Zhang Y. In-depth Integration of Innovation and Entrepreneurship Education with Professional Education in Sports Majors under the Background of "Double Innovation" [C]. Proceedings of the 11th National Sports Science Conference. 2019.
[7] Yang Y. Path Study on Innovation and Entrepreneurship Education for Sports College Students [J]. Contemporary Sports Science and Technology, 2016.
[8] Shi H.J. Path Study on Coordinated Education of Physical Education and Ideological and Political Education in Higher Vocational Colleges [J]. Rainbow, 2022(9):0066-0068.
[9] Wang J.J., Chen H.F. Exploration of Innovation and Entrepreneurship Education for Sports Students Based on University Sports Resources [J]. Contemporary Sports Science and Technology, 2017(7):182.
[10] Duan X.L. Realistic Review and Reform Path for Collaborative Governance of Innovation and Entrepreneurship Education Ecosystem in Local University Sports Majors [J]. Sports Science and Technology Literature Bulletin, 2022, 30(11):118-120.
[11] Wang S.M. Integration Path of Innovation and Entrepreneurship Education with Industry and Education in Higher Sports Institutions under the Background of "Internet+" [J]. Journal of Guangzhou Sport University, 2019, 39(4):4.