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Problems And Countermeasures in College English Linguistics Teaching

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Abstract: With the development of the new era, college English teaching has been paid more and more attention. At present, there are many problems in English linguistics teaching. In order to effectively improve the level of college English education, we should pay more attention to the relationship between linguistics and other subjects, so as to develop scientific teaching strategies. This paper will discuss the existing problems in English linguistics teaching in colleges and universities, and put forward specific countermeasures.

Keywords: College English; Linguistics teaching; Have a problem; Coping strategies

1. INTRODUCTION

In college English teaching system, English linguistics course occupies the important position, is different with junior professional knowledge of English courses, the teaching contents include many contents, such as the British and American literature, modern linguistics, linguistics and so on, these can broaden the students' cognitive view, encourage students to stand in the perspective of "metacognition" up to learning English, So as to effectively improve the innovation consciousness of students. In view of the problems existing in English linguistics teaching in colleges and universities, effective measures should be taken to deal with them.

2. THE PROBLEMS OF ENGLISH LINGUISTICS TEACHING IN COLLEGES AND UNIVERSITIES

In the process of college English linguistics teaching, many problems hinder the advancement of teaching reform. In order to effectively improve the level of linguistics teaching, effective coping strategies should be adopted, so that students can master more learning content. In this regard, this paper will discuss the following issues:

2.1 Vague teaching objectives

At present, there are some problems in the teaching of English linguistics in colleges and universities. the most prominent problem is that the teaching objectives are vague and many teachers do not pay enough attention to the mining of linguistics courses, which leads to the incomplete teaching tasks. On the other hand, some teachers do not make effective adjustments according to the actual situation and generally lack the cognition of students' English level, which affects the improvement of students' English learning ability and makes it difficult to provide students with suitable learning methods, which ultimately reduces the overall level of linguistics teaching [1].

2.2 Teaching lack of service consciousness

With the development of economic globalization, more stringent requirements are put forward for English majors

in various fields, which leads to a broader employment prospect for English majors in colleges and universities. At present, most college English major students have already planned their future development path, such as working in foreign companies, education, etc., but these are closely related to their English application ability. According to the actual situation, many teachers still adopt a single teaching method and fail to improve the service consciousness of English teaching, which leads to the insignificant dominant position of students and neglects the vocational needs of students, thus affecting the cultivation of students' core competence [2].

2.3 The teaching content is single

From the actual survey shows that most of the students of the English language learning enthusiasm is not high, a lot of interpretation of the concept and functions of language teachers spend more time, but the effect is not obvious, the entire course is boring, boring, difficult to create a positive teaching atmosphere, was the student's study enthusiasm, unable to develop the students' ability of autonomous learning. It can be seen that the teaching content of English linguistics in colleges and universities attaches too much importance to theory and has the problem of single content. Coupled with the short course time, it is very difficult for students to fully master the course content. Therefore, in order to let students accept what they have learned to the greatest extent, teachers will simply explain the teaching content without providing time for students to think and analyze independently, which leads to the weak autonomous learning ability of students, and will affect the improvement of students' learning ability in a long time.

3. COPING STRATEGIES

Aimed at the problems existing in the college English language teaching, teachers should take effective measures to deal with, the first is setting clear teaching goal, guaranteed to let students understand the learning content, and then to give students sufficient learning opportunities, encourage students to effectively improve their learning ability, so as to achieve the goal of college English language teaching. In this regard, this paper will put forward the following countermeasures:

3.1 Setting reasonable teaching objectives

College English teachers should set reasonable teaching objectives, broaden students' learning horizons with the help of information technology, promote students to obtain more learning resources, so as to understand the theoretical knowledge more easily. Therefore, teachers should put more practical content on the teaching focus, such as sociolinguistics, applied linguistics, etc., and reduce the tedious theoretical knowledge in the past so

that students can master theoretical knowledge and practical experience, and then lay a good foundation of English linguistics. Before setting teaching objectives, teachers should fully grasp the learning needs and career planning of students, consider the individual differences of students, and then formulate targeted teaching plans, which is helpful to give play to the guiding role of teachers. In addition, college English teachers should break the shackles of traditional teaching concepts, further innovate teaching models, add interesting and informative content for students, and ensure that the teaching tasks are more scientific and reasonable, so as to strengthen students' impression on the knowledge they have learned [3].

3.2 Construct a rich teaching situation

Due to the limitation of class hours, college English linguistics teaching can not give students a lot of practical opportunities, and the single teaching activities also affect the improvement of students' learning enthusiasm. To this, the teacher wants to deal with this situation in time, through building rich teaching situation, teachers can set scientific and reasonable teaching plan for students, and arrange for students to participate in different activities, such as group discussion, drama rehearsal, enable students to learn to combine the actual situation to choose, thus accumulating rich learning experience. At the same time, teachers should construct a rich teaching situation, apply multimedia technology to it, such as music teaching method, multimedia teaching method, and transform boring theoretical knowledge with the help of information technology, which is helpful to deepen students' impression of the knowledge, and then meet students' learning needs.

3.3 Enrich the teaching content

In view of the problems existing in the teaching of English linguistics in colleges and universities, it is obvious that the teaching content is too theoretical, which leads to the lack of practical ability of many students and the accumulation of more communication skills, so that the practicality of linguistics teaching is not strong. In this regard, diversified teaching activities should be carried out, and students should be actively organized to participate in them, so that students can accumulate learning experience from teaching activities, so as to strengthen students'

thinking ability and communication ability, which is helpful to promote students' all-round development in the future. For example, in the actual teaching process, a theme can be designed and teaching activities can be organized around this theme, so that students can think more about what they have learned and have a new understanding, which is helpful to strengthen students' cultural and language literacy. Taking "The embodiment of Cultural Differences in Language" as an example, students can watch classic English movies and accumulate more learning experience in the process of watching them, which is conducive to a deeper understanding of what they have learned, strengthening their English discipline literacy, and thus achieving the effect of English linguistics teaching in colleges and universities.

4. CONCLUSION

College English linguistics teaching is an effective way to cultivate students' language application ability. In order to cultivate more high-quality English majors, it is necessary to formulate clear teaching objectives to promote students' development in the right direction, so as to improve students' language and literature literacy. But at present, many teaching problems have not been solved in time, resulting in the lack of effectiveness of college English linguistics teaching, it is difficult to mobilize students' autonomy and initiative, thus reducing the effect of classroom teaching. In this regard, teachers should take effective measures to deal with it, to ensure that students can have a strong language and literature literacy, and eventually grow into high-quality professional talents.

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The Influence of Globalization Economy on Higher Education Management in China

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Abstract: In recent years, globalization has exerted a profound influence on the exchanges and development of higher education and culture. Through international exchanges in education, cooperation in teaching and scientific research, transnational education, and expansion of the scale of international students, countries can improve the competitiveness of their higher education in the international scope and compete for human resources in the global scope. Higher education policy also reflects changes in power, interests and alliances.

Keywords: Global economy; Higher education; Educational management

1. INTRODUCTION

As human beings interact more and more closely, globalization has become an irreversible trend and a process of world history. As a new phenomenon, globalization has a profound impact on many aspects of human society and has attracted worldwide attention. From the perspective of state relations, globalization is a challenge to the traditional nation-state, which is manifested as the breakthrough of state boundaries, the integration and reorganization of the state and other political forces, and the loss of some state powers.

The information technology represented by the Internet has brought governments and people of all countries closer and closer together. The economic globalization driven by transnational corporations, the financial globalization caused by financial technology and the information globalization driven by information technology, finally promote the economic globalization and political globalization. Globalization promotes the compression of time and space, which in turn promotes the international flow of goods, capital, labor, services and information, and leads to new divisions of labor, changes in power between countries and markets, cross-border production systems and intense international competition.

2. HIGHER EDUCATION AND ECONOMIC DEVELOPMENT

For countries, international economic competition cannot always rely on cheap labor and low-cost manufacturing, but must simultaneously develop manufacturing and service industries with high knowledge content and high added value. Under the economic situation in which the new production system with high knowledge content and high added value and the improvement of productivity and competitiveness gradually become the theme, workers can be divided into self-designed (high-skilled) workers and ordinary (low-skilled) workers according to the amount and quality of education they receive.

3. INCREASE ACCESS TO HIGHER EDUCATION.

It is important to improve the quality of workers and create self-designed workers. More importantly, school education should meet the requirements of the society for continuous improvement of workers' skills. These include skills that enable young people to adapt to changing work environments, social interaction skills, information processing skills, teamwork skills, and the ability to use knowledge and information to solve new problems in different environments.

The traditional way of higher education and university learning is facing serious challenges. Universities are still places of teaching and learning, but the concept of learning itself has changed. Learning is not only the acquisition of ready-made knowledge, such as definitions and facts, but also the process of creating knowledge.

4. PROVIDE LIFELONG LEARNING

Another result of economic globalization is a decrease in the number of manufacturing industry, and the information related to managers, professional and technical personnel and other employees and the increase of the "white-collar" class, must according to the changing work demand, learning new knowledge and technology in time, because not only do people often want to change jobs and tasks, and is likely to change their profession. Employability is not only the ability to find a job, but more importantly, to maintain the job. It is not only to screen and cultivate talents for different occupations, but also to lay a good foundation and provide services for people's changing jobs or careers in the future.

5. INTRODUCTION OF MARKET MECHANISM IN HIGHER EDUCATION

To some extent, global economic competition has restricted the expenditure of public funds. In order to meet the needs of the ever-expanding higher education system, public funds for education should not be increased blindly. Quite a few governments have introduced market mechanisms in higher education and encouraged the development of private education. Compared with the development of higher education in the world, China's higher education started late, but has developed rapidly with distinctive Chinese characteristics. The impact of globalization on our country's higher education can be summarized from four aspects: the economic globalization, the political globalization, the cultural globalization and the science and technology globalization

5.1 The influence of economic globalization on higher education in our country

Economic globalization makes the talent market tend to internationalization, and a worldwide talent flow market is taking shape. As a result of the economic cycle, the

future employment market of college students will fluctuate along with the global economic cycle. In addition, developed countries or multinational companies will draw up preferential measures to attract talented people from developing countries, especially from universities. Is a big challenge.

5.2 The influence of political globalization on higher education in China

Political globalization refers to the process of political interaction, communication and penetration in countries and regions around the world. In today's world, no matter where political events occur, they will have an impact on global political activities. It will form certain common political standards, such as democracy, equality and human rights, that are recognized and upheld by the majority of sovereign states in the course of development. the road of modern democratization is completely the result of the development and maturity of all relevant factors within the society, which is consistent with the national character and has a profound historical foundation. In the process of political globalization.

5.3 The influence of cultural globalization on higher education in China

Contemporary multi-directional and multi-level cultural interaction impacts on countries, regions and individuals. the process of cultural globalization is not equal, and there are many unequal interactions, but the law of convergence and diversity, the coexistence of global culture and national culture is still playing a role. Colleges and universities are the place where human culture is inherited. Cultural globalization will make colleges and universities become the center of cultural exchanges among countries in the world, such as introducing foreign cultures through translation, opening foreign culture courses, exchanging students and so on.

As the forerunner of culture development and the defender of national culture, the higher education of our country has important responsibilities in the development of culture. Under the opportunity of globalization, we should introduce our outstanding national culture to the whole world.

5.4 The influence of science and technology globalization on higher education in China

As a member of the world family, it is necessary for us to apply various theories and methods from various angles to understand and solve global environmental, social, economic and political problems, so as to facilitate our competition and cooperation in the international arena. This requires Chinese universities to set up new interdisciplinary majors and cultivate all kinds of talents. With the rapid development of information technology, the way of education and management of colleges and universities is profoundly changed, and the emergence of

virtual universities (distance education) is made possible. Distance education will greatly accelerate the popularization and lifelong of higher education in our country and change the traditional mode of higher education, which is really important.

6. CONCLUSION

The development of higher education not only means the increase of quantity, the improvement of quality and efficiency, but also the improvement of adaptability. In the face of globalization, Chinese higher education should focus on the supply and demand situation of the international market, deal with the relationship between globalization and localization, rationally allocate educational resources, adjust the professional setting, training objectives and curriculum system, establish and improve the market system of Chinese higher education, and improve the competitiveness of Chinese education services.

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Guizhou As Leader of the Development and Expansion of Dendrobium Industry with the Support of Science and Technology

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Abstract: Dendrobium officinale, as a Chinese folk herbal medicine, has magical efficacy in past history, and is known as "the first of the nine herbs of China" and "the herb of saving life". the quality of Dendrobium officinale cultivated in imitation of wild ecology is effectively improved, forming the research results of line class, leading the high-quality development of dendrobium industry.

Keywords: Industrial technology; Ecological cultivation; Tin caulis dendrobii

1. INTRODUCTION

Dendrobium officinale is a rare and rare traditional Chinese medicine. Dendrobium officinale Kimura et Migo (Dendrobium officinale Kimura et Migo) is a kind of rare Chinese herbal medicine, which has the effects of nourishing Yin and clearing heat, stimulating stomach and producing fluid, anti-cancer and immune regulation [1]. After years of practice, it has been realized that Dendrobium officinale contains a variety of chemical components, mainly including polysaccharides, astragalus, flavonoids, alkaloids, amino acids, volatile substances, amino acids and trace elements, which are the material basis for Dendrobium officinale to exert pharmacological activities [2].

Pharmacopoeia of the People's Republic of China (2015 edition) confirmed that the detection and identification indexes of Dendrobium officinale included mannose and glucose peak area, water content, total ash and extract, while polysaccharide was not the main characteristic of Dendrobium officinale component content. Other compounds were gradually discovered. Astragalus and its derivatives were isolated from Dendrobium officinale in 2009 [3]. the flavonoid aglycones identified in Dendrobium officinalis include apigenin, naringin, sacronol, chrysoflavin, quercetin, taxophyllin, isorhamnetin and 3', 5', 7-tetrahydroxy dihydroflavone, mainly flavonoids, flavonols, dihydroflavones and other flavonoids [4]. Dendrobium officinale contains 17 amino acids, including 7 essential amino acids for human body, and the amino acid content increases with the increase of physiological age [5].

Since the 1990s, the Dendrobium officinale industry has solved key technologies such as large-scale seedling breeding and greenhouse facility cultivation, which has made the dendrobium officinale industry grow from

scratch. By 2017, the planting area of Dendrobium officinale in China had reached 100,000 mu (all cultivated in greenhouses), with an output value of 20 billion yuan. In recent years, with the continuous improvement of people's pursuit of health, the demand for dendrobium products is increasing. Due to the depletion of wild dendrobium resources, the products grown in greenhouse facilities are generally of low quality and poor efficacy. Therefore, how to cultivate high-quality dendrobium officinale quality has become an urgent problem to be solved in dendrobium industry.

In recent 10 years, caulis dendrobii, provincial academy of agricultural sciences research team engaged in tin caulis dendrobii planting technology research and promotion, gradually groped for to guizhou unique climate, temperature, humidity, and abundant forest resources and other natural conditions, to develop large-scale dendrobium officinale with tree ecological cultivation, and can effectively improve the quality of caulis dendrobii, and formed a series of innovative scientific and technological achievements.

2. CREATED A NOVEL ECOLOGICAL PLANTING MODEL OF DENDROBIUM OFFICINALE

Discard dendrobium officinale greenhouse planting mode, project teams to make full use of the wide forest land space and environmental resources, climate in guizhou selection is given priority to with large water rivers along the coast of evergreen broad-leaved forest of natural forest, the quality of pure tin caulis dendrobii 1 to 2 years of cultivation, seedling planting trees standing timber tree trunks with extreme high temperature and drought climate of water supply. In the aspect of disease and insect pest control, plant source pesticides and microbial agents were used to produce pollution-free Dendrobium officinale in a green way. From woodland selection, seedling quality to cultivation methods, management and pest control, the project initiated a new ecological cultivation model of Dendrobium officinale from greenhouse seedbed to adjacent trees.

3. LEADING THE LARGE-SCALE DEVELOPMENT OF HIGH-QUALITY DENDROBIUM ECOLOGICAL PRODUCTS

The cultivation technology of Dendrobium officinale attached to the wild ecology relies on the abundant forest resources around rivers, reservoirs and other large water bodies in Guizhou and the unique three-dimensional

climate conditions, which can meet the requirements of producing ecological products. the quality of fresh dendrobium strips produced by the technology of close to wild ecological cultivation was obviously higher than the industry standard. the water content of Dendrobium fresh strip was 3.8%, which was much lower than that of pharmacopoeia (12%). the extract was 14.7%, which was much higher than 6.5% stipulated in pharmacopoeia. Polysaccharide content up to 50.5%; Other secondary metabolites were significantly higher than those in the greenhouse, which endowed Dendrobium officinale with functional efficacy. A large number of research data have proved that Dendrobium officinale cultivated by this technology has superior quality, green ecology, and obvious quality characteristics and economic benefits.

4. IT HAS DRIVEN THE ECONOMY IN MOUNTAINOUS AREAS AND SERVED THE FIGHT AGAINST POVERTY AND RURAL REVITALIZATION

By 2021, the technology has supported more than 10 local enterprises in Guizhou, planting more than 27, 000 mu of Dendrobium officinale (accounting for more than half of the province's 50, 000 mu of planting). According to the average annual yield of dendrobium fresh 60 kg per mu, the wholesale price of 600 yuan per kg, the annual economic value of nearly 1 billion yuan. Union construction with xicheng hideki company, at the provincial academy of agricultural sciences of enron county base slope foot, concentrated dendrobium officinale were planted 6200 acres, the company led to 445 out of poverty in the base of migrant workers, the monthly income of 2000 yuan of above, also won the 1000 yuan bonus, not only effectively boost the province out of poverty, and or the countryside revitalization and stronger industry leader, It is also a vivid practice of the development concept of "clear waters and lush mountains are gold and silver mountains".

5. THE FORMATION OF A SERIES OF INDUSTRIAL TECHNOLOGIES HAS TO BE POPULARIZED AND APPLIED

Due to the remarkable technical achievements of the ecological cultivation of Dendrobium officinale living trees attached to the trunk, and the product quality was significantly higher than other models, dendrobium industry was regarded as one of the twelve major industries in rural industrial revolution in our province, and its promotion area increased year by year. At the end of 2017, the area of dendrobium planted by attaching trees to wild ecological cultivation technology was 5, 000 mu, expanded to 22, 000 mu in 2018, and exceeded 50, 000 mu in 2019, accounting for more than 90% of the national tree planting pattern. With the significant improvement of planting area and product quality, the dendrobium processing and marketing industry has been promoted,

and the dendrobium industry in Guizhou has embarked on the road of high-quality development. In addition, Yunnan, Zhejiang, Anhui, Fujian and other planting provinces followed suit, and the planting area gradually expanded, which promoted the leap of Dendrobium officinale planting technology production from greenhouse planting to understory tree cultivation.

6. CONCLUSION

Guizhou dendrobium ecological planting in the top in China, lead the direction of the industry development in guizhou relying on the rich forest, water and the unique climate environment advantages, to attach a tree almost wild ecological cultivation techniques for support, laid the guizhou become the basis of the core area of dendrobium industry development in our country in the future, guizhou ecological planting dendrobium products also will repeat its function effect. the achievement of "Key Technology of Near Wild Ecological Cultivation Attached Tree of Dendrobium officinale " won the third prize of Technological Invention Award of Guizhou Province in 2020. the promotion and application of the results will promote the healthy and sustainable development of dendrobium industry in Guizhou. In the future, Guizhou will also increase the scientific and technological research of various deep processing products of Dendrobium officinale. As long as we persevere, Dendrobium officinale industry will eventually lead the development of rural economy.

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Analysis Of Class Management in Higher Vocational Colleges

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Abstract: As a head teacher, class management is the top priority in the head teacher's work. Head teachers not only shoulder the important task of teaching and educating people, but also guide the healthy development of students. Only when the head teacher goes deep into the student group can the students kiss their teachers and believe in their way, and the work can be effective. This not only requires the head teacher to have a strong sense of dedication and responsibility, but also needs the head teacher to have a certain organization and management ability and good class management concept.

Keywords: Class management; Independent management; Responsibility

1. INTRODUCTION

University head teacher system is a method for colleges and universities to educate and manage their students. It is an important supplement to the counselor system. In comparison, the work of head teachers in higher vocational colleges is more difficult than that in ordinary colleges and universities. The most important reason is that the source of students in higher vocational colleges is generally lower than that in ordinary colleges and universities. The level of students is uneven and the learning attitude is not correct, the learning objectives are not clear, the awareness of life planning is missing, and reading only accounts for a large part of the students. These realities greatly improve the difficulty of class management of head teachers in higher vocational colleges.

2. PROBLEMS ENCOUNTERED IN CLASS MANAGEMENT IN HIGHER VOCATIONAL COLLEGES

At the same time, new problems in higher vocational colleges also appear in the following aspects:

2.1 The class lacks cohesion

At present, most college students believe that the class is cohesive, trust each other and contribute to the class construction. However, because higher vocational students come from different regions and schools at different levels, their living habits, ideological state, professional foundation and even values are different. At the same time, students are more addicted to electronic equipment and games, and have insufficient ability of interpersonal communication, It is difficult for the class to find a sense of belonging for a long time, resulting in the loss of cohesion.

2.2 The phenomenon of students eager for quick success and instant benefit is obvious

In order to help students from poor families and encourage students to be positive and enterprising, colleges and

universities have set up a variety of grants and scholarships. However, in reality, some students have some inappropriate competition in order to get grants and scholarships.

2.3 Classroom teaching management does not form a joint force, and the phenomenon of being late and absenteeism is serious

Classroom is an important place for students in Higher Vocational Colleges to study. However, some higher vocational students ignore classroom learning, often have minor illness and big leave, and skipping classes has become their habit. Although the head teacher repeatedly stressed the problem of class discipline at the class meeting, it has little deterrent effect on students, and there are no corresponding punishment measures. Although student managers attach importance to student management, they have concerns about the specific implementation, so students have a false understanding of the rules and regulations of the school.

Moreover, the staff of the student union do not pay attention to learning. During class, they often go out in the name of looking for teachers, often arrive late and leave early, which has had a negative impact on other students in the class and caused an unhealthy situation of class style and study style.

2.4 Poor self-control of students

Most students in Higher Vocational Colleges enter vocational colleges because of their own academic performance restrictions, and even many students enter higher vocational colleges only because of their parents' choice. Most students know nothing about the major they want to study before entering higher vocational education. They read this major completely because of the choice of their parents or classmates. After entering the University, students are not interested in their professional knowledge, do not know why they study, and what is the use of learning. Therefore, many higher vocational students take a perfunctory or even exclusive attitude towards the knowledge taught by teachers. In addition, most of the students are only children, who have always lived under the care of their parents, and lack the ability of self-restraint and the ability and consciousness of strictly managing themselves. At the same time, there are also some higher vocational colleges or majors who are unwilling to deal with students who seriously violate discipline because of enrollment difficulties, resulting in the school's rules and regulations becoming a dead letter and having no deterrent to students, further aggravating students' violation of discipline and forming a vicious circle.

3. IMPROVEMENT COUNTERMEASURES OF CLASS MANAGEMENT

As a head teacher in higher vocational colleges, we really need to make more efforts to find corresponding countermeasures, help students find the right direction and realize the value of life, and improve students' code of conduct.

3.1 joint management to promote students' good behavior and habits

In terms of students' attendance in class, as the first person responsible for class management, the head teacher should not only personally grasp the attendance rate in class, but also jointly strengthen the management of teachers and class cadres, and give necessary sanctions or even expel students who are often absent from class according to the regulations on student status management. At the same time, the head teacher and student management personnel shall make statistics on the attendance of students in time and master the attendance and classroom performance of students in time. We should pay full attention to the bad signs or trends of students before, make a mountain out of a molehill, grasp the subtle changes of students and guide them according to the situation; Carefully observe every detail and find the reason, so as to promote the formation of students' good behavior habits. If class managers can eliminate students' negative thoughts and behaviors in time before problems occur, and take preventive measures, they will save a lot of trouble. As for students' learning, we should strengthen students' attention to learning, strictly check attendance, and score in strict accordance with students' learning and examination. Standards cannot be relaxed in order to meet the school's failure rate. Let the students form the mentality that I can pass whether I study or not

3.2 The management system should be clear and specific, and can keep pace with the times

The head teacher needs to urge and guide all class cadres to draft class rules and regulations in terms of students' classroom discipline, examination room discipline, dormitory discipline, network civilization and reward and punishment measures in combination with the characteristics of the students in the class and on the premise of the rules and regulations of the college and department, so as to form class rules and regulations, implement them jointly, punish those who break the rules, and restrict the daily behavior of the students. Starting from taking over the class, pay attention to self-discipline and self-conscious education; Strict attendance system, leave system and evaluation system have formed a management mode based on personal consciousness, led by class inspection, supervised by counselors and head teachers, and led by the college.

All systems are directly linked to the award and punishment, and take the system as the guarantee to promote the formation of a good study style and a good class style and ensure the orderly development of class management.

3.3 Know people and make good use of them to cultivate a team of competent class cadres

The head teacher needs to establish an effective team of class cadres. When selecting a class committee, pay attention to the following points:

Carefully observe and listen to public opinion, conduct democratic elections, know people and make good use of them. After contacting, observing and listening to the opinions of the whole class, the class cadres shall be democratically selected in the class in time, and the students with a sense of responsibility, strong management ability and good organization and coordination ability shall be selected to manage the class, so as to know people and make good use of them.

Managing the class requires the joint efforts of the class cadres, so that the class cadres can communicate with each other, accept each other's working methods, know how to use different standards, analyze and solve problems from different angles, and promote mutual understanding. Also let the class cadres take the initiative to understand the students, listen to the voice of the students, reflect the opinions of the students and solve the difficulties of the students.

Instill in the class committee the awareness of the overall situation, service, team, competition and cooperation.

as a head teacher, we should always pay attention to the ideological trend of class cadres, remove ideological obstacles for class cadres in time, encourage class cadres to go hand in hand in their study and work, strictly demand themselves in all aspects and establish prestige.

3.4 Pay close attention to the construction of class style and study style, and improve the comprehensive quality of students

The role of class style and study style in a class can not be underestimated. Therefore, paying attention to the construction of class style and study style is an indispensable link in the work of class teachers. As a head teacher, I think we can do a good job in the construction of class style and study style from the following aspects: first, help students understand their majors. An important reason why students are not interested in learning is that they don't understand the purpose of reading. Class teachers should help students make personal career plans and make them find their own direction as soon as possible. Second, class teachers can make full use of classroom teaching opportunities and carry out project teaching through carefully designing teaching tasks, so that students can gradually establish confidence in the project, master scientific learning methods and continue to move towards success. Third, make full use of network resources and platforms to realize the sharing of teaching resources. At the same time, strengthen communication with students, master students' thoughts and learning dynamics in real time, seize all opportunities to motivate students, help them overcome difficulties in learning and life, and be a guide for students.

3.5 Build a bridge to communicate with parents and form a joint force of education

Education is an extremely complex process, and it is far from enough to rely only on the strength of the head teacher. In view of this situation, the responsibility of head teachers in higher vocational colleges is more onerous.

They should not only manage classes and children well, but also strengthen the contact with parents, and jointly help children out of difficulties through communication and discussion with parents.

4. CONCLUSION

In short, the management of students is a cumbersome and arduous work. Only by constantly exploring in practice, summarizing and accumulating experience can we achieve the ideal effect. Among them, the key is to strengthen emotional communication with students, follow the psychological characteristics and laws of higher vocational college students, guide class management with the scientific outlook on development,

and be "people-oriented". Combined with the school's management rules and regulations, strict management of students can achieve a certain effect.

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On the Application of Comprehensive Pre-Practice Practical Training in Nursing Teaching

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Abstract: Comprehensive practical training before nursing practice is an important professional course for senior nursing majors, which is a professional training of nursing operation majors for senior nursing students who will enter hospital practice. the level of operational skills of senior nursing students is directly related to whether they can become qualified nursing workers to meet the needs of society and the development of modern medicine. This paper analyses the need for senior nursing students to carry out comprehensive practical training prior to nursing internship.

Keywords: Nursing students; Practice; Comprehensive practical training

1. INTRODUCTION

With the transformation of the medical model, the nursing concept of medical services is bound to undergo fundamental changes, thus putting forward new and higher requirements for the direction of nursing education in China. Comprehensive pre-practical nursing training is a purely practical course, and nursing skills are one of the core competencies that nursing professionals must possess. Therefore, comprehensive pre-practicum practical training in nursing has become a crucial teaching link in the training of nursing professionals in higher education institutions. Pre-practicum practical training can consolidate and deepen the theoretical and practical comprehensive ability of various disciplines, so that senior nursing students can quickly adapt to clinical nursing work after entering the clinic [1]. the pre-practicum practical training has been carried out in our school for several years and has achieved great success, which is well received by the internship units and senior nursing students. In this paper, we would like to discuss some views on the comprehensive pre-practicum practical training for nursing in higher vocational institutions.

2. THE MEANING OF COMPREHENSIVE PRACTICAL TRAINING PRIOR TO NURSING PRACTICE

Practical nursing training is the training of practical nursing skills. Comprehensive practical training in nursing refers to the comprehensive skill training of the theory and practice of various nursing disciplines. It is usually arranged after the systematic study of nursing theoretical knowledge and before the nursing clinical practice. the comprehensive practical training course before nursing practice is an important way to enhance the nursing practice ability of senior nursing students, and is also one of the key professional courses for senior nursing students. Pre-practicum practical training can enhance the clinical adaptability, problem analysis and critical

thinking skills of senior nursing students, and has become an important teaching tool for pre-practicum intensive nursing skills training.

It has become an important part of pre-practice nursing skills training. Pre-practicum practical training is an important part of pre-practicum nursing skills training.

The comprehensive pre-practicum nursing training has a very important role in consolidating and deepening theoretical knowledge, strengthening practical skills and enhancing the practical adaptability of senior nursing students.

3. THE CURRENT SITUATION OF CARRYING OUT COMPREHENSIVE PRE-PRACTICUM PRACTICAL TRAINING IN HIGHER VOCATIONAL INSTITUTIONS OF NURSING

The intensive training before nursing internship is the intensive practical training for senior nursing students before they leave school. At present, in order to enhance the adaptability of senior nursing students in clinical practice, most senior colleges and universities carry out practical training of nursing skills before nursing practice, but they still focus on the traditional practical training mode, i. e. practical training in nursing subspecialties and single skills training, which focuses on testing the single individual operation ability of senior nursing students. However, the single skills training does not link the knowledge together and does not allow for a better review. At the same time, senior nursing students have not been exposed to clinical practice. Traditional professional teaching focuses on theoretical knowledge, with little integrated practical training in professional skills and basic nursing skills.

There is less comprehensive practical training of professional skills and basic nursing skills. Senior nursing students learn and master abstract knowledge, which is limited to textbooks. the typical cases described in the lectures are not representative of the complex and changing clinical practice, and many humanistic factors in clinical practice are not reflected and covered. Therefore, it is difficult to adapt to clinical practice work. the traditional practical training mode mainly includes lectures on operating procedures by nursing teaching staff, demonstration teaching of nursing skills, feedback from senior nursing students, summary teaching by nursing teaching staff, and group simulation operation practice by senior nursing students. This teaching mode is dominated by the nursing teaching staff, who control the classroom order and teaching progress. the knowledge acquired by senior nursing students mainly depends on the nursing teaching staff, and senior nursing students follow the ideas of the nursing teaching staff for practical training

exercises. This teaching mode only focuses on whether senior nursing students have learnt the corresponding skills, but not on their ability to apply the knowledge, which separates knowledge from practice and is not conducive to the internalisation and absorption of senior nursing students' knowledge. This teaching method makes it difficult for senior nursing students to give full play to their subjective initiative and is not conducive to stimulating their initiative and enthusiasm. It can no longer meet the demand of cultivating application-oriented skilled talents in higher vocational education in the new era. This teaching mode ignores the interconnection between disciplines, disconnects theory and practice, and lacks comprehensive practical training based on professional positions, resulting in senior nursing students' lack of holistic thinking about patient care. Senior nursing students have difficulties in adapting to practice and are unable to systematically complete their nursing positions. It does not meet the needs of modern nursing.

4. THE IMPORTANCE OF COMPREHENSIVE PRACTICAL TRAINING PRIOR TO NURSING PRACTICE

The ultimate goal of higher vocational nursing teaching is to train front-line staff for clinical practice. With the continuous expansion of the enrollment scale of higher vocational colleges and universities; the continuous expansion and demand of the nursing talent team; and the gradual enhancement of the legal awareness of patients, factors such as this have promoted the continuous improvement of the nursing teaching system in higher vocational colleges and universities. Comprehensive pre-practicum practical training in nursing makes use of clinical nursing cases to keep teaching close to the clinic and avoid the risks of operating on patients. In the integrated pre-practicum nursing practical training, senior nursing students not only exercise their practical nursing skills, but also enhance their sense of professional mission and self-confidence, and overcome their fear of communicating with patients [2]. Pre-practicum integrated practical training combines theory and practice teaching, close to clinical nursing work, shortens the distance between school education and clinical nursing,

and achieves a seamless connection with clinical practice. the integrated pre-practicum practical training can effectively combine professional knowledge and professional skills, gradually enhance the professional knowledge and professional skills of senior nursing students, thus improving their knowledge application ability and enhancing their comprehensive clinical nursing ability. the comprehensive pre-practicum practical training can enable senior nursing students to feel the hospital working environment in advance, have an overall understanding of the nursing work of clinically relevant diseases, grasp the whole process of disease care, promote the transformation of senior nursing students' roles, shorten the distance from clinical practice and lay a solid foundation for senior nursing students to enter clinical practice.

5. CONCLUSION

In conclusion, the comprehensive pre-practicum practical training is an important part of clinical nursing practice learning for senior nursing students. Through the comprehensive pre-practicum practical training, the learning enthusiasm of senior nursing students is improved, the creativity of senior nursing students is stimulated, and the comprehensive clinical nursing ability, critical thinking ability and communication ability of senior nursing students are enhanced. the comprehensive pre-practice nursing practical training lays a solid foundation for senior nursing students to engage in nursing clinical practice later, and contributes to the training of more clinical nursing staff. It deserves to be actively carried out and widely used in higher vocational nursing teaching.

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Research On the Cultivation Strategy of Innovative and Entrepreneurial Talents in Art Colleges and Universities

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Abstract: Under the background of the rapid growth of our social economy, and under the continuous innovation and reform of college education, it has gradually become the focus of art colleges to cultivate college students' ability to innovate and start a business. the number of jobs offered by college graduates is inconsistent with the number of jobs offered by the society. In addition, the specialty of art colleges and universities has certain particularity, so many students will engage in occupations unrelated to their major after graduation under the pressure of employment, which results in the situation that they cannot continue to develop on the professional road. Some college students may also face the problem of unemployment. Therefore, entrepreneurship has become a better choice for college students, which can not only solve their own employment problems but also provide employment opportunities for others.

Keywords: Art colleges and universities; College students; Innovative and entrepreneurial talents; Cultivation strategy

1. INTRODUCTION

Facing the new era of mass entrepreneurship, college students, as professional talents, are the main force of entrepreneurship. Especially in recent years, under the background of the increasing enrollment of universities in our country and the gradual popularization of higher education, private universities have the rapid development, the number of university graduates is also more and more, in the society to form a unique group, playing a more important role in the society, so the education of innovation and entrepreneurship in universities becomes more important. We can constantly train high quality talents in innovation and entrepreneurship for society to further promote the long-term development of our social economic construction. This paper mainly analyzes the current situation of cultivating college students' innovation and entrepreneurship ability in art colleges and universities, and puts forward relevant measures to effectively cultivate college students' innovation and entrepreneurship ability.

2. CURRENT SITUATION OF CULTIVATING ARTISTIC COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP ABILITY

2.1 Problems in entrepreneurship courses

The ability of college students in innovation and entrepreneurship can not only stay at the conceptual level, but most colleges and universities only carry out courses through the analysis of entrepreneurial cases and other

theoretical levels, lacking certain practical pertinency. the orientation of innovation and entrepreneurship education is fuzzy, and the consolidation of innovation and entrepreneurship is lacking in practice, with low practicality and operability [1]. From the perspective of the characteristics of the course, innovation and entrepreneurship courses are highly practical, which are quite different from traditional courses in teaching form and content. It is necessary to effectively combine objective reality with theoretical knowledge and stimulate students' interest in entrepreneurship by combining with the specific entrepreneurial market.

2.2 Problems in teachers' ability level

At present, there is a serious shortage of teachers in art colleges. Most teachers of innovation and entrepreneurship courses in colleges and universities are full-time teachers who work in colleges and universities directly after graduation. They lack relevant entrepreneurial experience and a clear understanding of entrepreneurial knowledge system, which makes it difficult to effectively carry out this course. At the same time, it is also difficult to guide students on specific problems. Only a general direction or idea of entrepreneurship can be provided to students. In addition, the teaching content and form are monotonous, resulting in the phenomenon of "talking on paper".

3. MEASURES TO EFFECTIVELY CULTIVATE THE INNOVATION AND ENTREPRENEURSHIP ABILITY OF ART STUDENTS

3.1 Improve the curriculum and optimize the curriculum system

From the point of view of the current problem of cultivating college students' entrepreneurial ability, universities through relevant innovation and entrepreneurship courses is an effective way to solve the problem, so there are strict requirements for colleges and universities to carry out relevant courses, the teaching content needs to be advanced and comprehensive, through the specific environment of contemporary social development combined with the actual characteristics of current college students targeted entrepreneurship education. Schools should fully understand the important value of this course, position the teaching objectives and teaching ideas scientifically and reasonably, and increase the proportion of innovation and entrepreneurship courses in the public compulsory courses, which will help to have better educational effects in the actual teaching. To realize the effective combination of art education and innovation and entrepreneurship education, the innovation and

entrepreneurship courses should be incorporated into the practice of entrepreneurship education in a reasonable way according to the characteristics of different majors. Teachers should encourage students to apply the knowledge and theories they have learned to the practice of entrepreneurship education, which can further stimulate the passion of students in the process of entrepreneurship. In addition, teachers should understand the importance of entrepreneurship courses for educational practice, so as to reasonably increase the proportion of educational practice. Through specific entrepreneurship projects, students can make business plans in combination with the current social development environment. In addition, students can also communicate with each other through team entrepreneurship mode, so as to effectively cultivate their entrepreneurial spirit of teamwork.

3.2 Strengthen the comprehensive quality of teachers and build an innovative team of teachers

In the process of training innovative and entrepreneurial talents in colleges and universities, teachers play a very important role. In the course of education, teachers should not only have complete entrepreneurial skills and knowledge, but also have rich experience in social practice. The achievements of innovation and entrepreneurship education play a direct role in students' future entrepreneurship, and have an important influence on the comprehensive ability and teaching level of teachers' entrepreneurship in the process of education. Especially, students majoring in art have strong concepts and are more willing to accept new things. In the education of art students, traditional teaching is difficult to carry out effectively [2]. According to this situation, teachers should carry out teaching activities in innovation and entrepreneurship through sporadic thinking, and reasonably use students' practical activities such as sketching and field trips to stimulate students' enthusiasm for innovation and entrepreneurship, which can effectively mobilize students' enthusiasm in innovation and entrepreneurship. In addition, colleges and universities can invite professionals with rich experience in entrepreneurship practice from various sectors of society to serve as part-time teachers. These professionals have more entrepreneurial perception and experience, so that students can have a direct understanding of innovation and entrepreneurship and make teaching more exemplary.

3.3 Create a strong cultural environment for the campus of innovation and entrepreneurship

Students in art colleges and universities have received more than ten years of systematic and formal education. They have been learning art since childhood and have a relatively comprehensive theoretical knowledge. In the process of entrepreneurship, college students generally conduct innovation and entrepreneurship based on their major and related fields extended by their major, or based on their own interests. In this way, students can give full play to their own professional theoretical knowledge and technical knowledge, and make full use of their strengths

and avoid their weaknesses in the process of entrepreneurship, so as to achieve good entrepreneurial results. Art colleges and universities should further strengthen students' entrepreneurial advantages through diversified campus cultural environment. Specifically, relevant national policies can be deeply analyzed and publicized through school websites, posters, radio stations and publicity bars, so that students can timely understand the financial aid policies introduced by the state in innovation and entrepreneurship. At the same time, we can publicize the model of innovation and entrepreneurship of our students. The construction of cultural and creative characteristic industrial park and the improvement of education and practice platform of innovation and entrepreneurship can allow students to have simulated experience of innovation and entrepreneurship projects on campus, which is helpful to lay a good foundation for students in the future stage of innovation and entrepreneurship.

4. CONCLUSION

Art colleges and universities should grasp the new opportunities, meet the new challenges, train more artistic innovative and entrepreneurial talents, meet the needs of the country's social and economic development and cultural industry economic development, so as to drive the development of related industries. With the prosperity of the cultural industry, the art colleges and universities are also encouraged to adapt to its development and reform their own ways of training talents, which not only further achieve common development, but also help the art students have good results on the road of entrepreneurship in the future.

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Research On Informatization Construction of Higher Education Management

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Abstract: With the development of the information age, the education management of colleges and universities is becoming more and more difficult. In order to improve the education level of colleges and universities, we should strengthen the application of information technology and accelerate the information construction of education management, so as to improve the shortcomings of the original teaching, so as to enhance the level of education management of colleges and universities. This paper will discuss the information construction of higher education management.

Keywords: Institutions of higher learning; Education management; Information construction

1. INTRODUCTION

During the development of the information construction, the education management of colleges and universities has been paid attention to. Using the information technology to improve the level of education management of colleges and universities will help to improve the existing problems of teaching management and promote the further development of education management, so as to innovate the level of education management of colleges and universities. In view of the problems existing in the construction of information management of higher education, we need to start from the actual management situation, and then use more scientific and systematic methods, so as to ensure that we can promote the construction and development of information management of higher education.

2. THE POSITIVE IMPACT OF THE INFORMATION CONSTRUCTION OF HIGHER EDUCATION MANAGEMENT

Information construction of education management refers to the use of information technology to carry out education management, promote the level of education management can be improved, so as to implement the education management work. In the era of "Internet +", information construction is of great significance, especially for colleges and universities, to use information technology to conduct education management, further optimize the existing problems in the original teaching management, so as to give play to diversified teaching functions.

At present, many colleges and universities have begun to attach importance to the information construction of education management, and use information technology to integrate resources, realize the effective integration of information management, and promote education management more systematic. In this regard, colleges and universities should realize the positive impact of information construction and actively promote the

application of information technology, so as to promote the orderly development of education management.

3. PROBLEMS EXISTING IN THE CONSTRUCTION OF INFORMATION TECHNOLOGY OF HIGHER EDUCATION MANAGEMENT

With the development of educational management in colleges and universities, information construction has become an important task at present. Using information technology to carry out information management construction is helpful to realize resource sharing, so as to effectively improve the level of information management. But at present, there are still some problems in the construction of education management information, resulting in a low level of education management, difficult to achieve the ideal management effect.

3.1 Lack of scientific design

From the current information construction of education management in colleges and universities, there is a lack of scientific design, many colleges and universities do not pay attention to the design of information construction, resulting in the overall arrangement is not in place, easy to produce a lot of details, and then affect the information construction of education management. Some colleges and universities even do not combine the actual management situation to plan, which leads to the construction of education management information blocked, unable to meet the long-term construction and development of higher education management, and finally lost the significance of construction.

3.2 Lack of systematicness

Some colleges and universities do not strengthen the application of new technology and new ideas, resulting in the lack of systematic construction of education management information, easy to affect the combination of education, management and other aspects, resulting in the application of information technology lost the practical role. For example, big data technology has the advantage of processing massive information, and its application to the education management of colleges and universities is conducive to improving the overall level of education management. However, due to the lack of systematics, the overall level of education management is not high, and therefore cannot meet the needs of information management of schools [1].

3.3 Lack of innovation

When carrying out the information construction of education management, it is necessary to carry out effective innovation of information management and strengthen the application of network supervision technology, so as to obtain the most real education

management data. However, at present, many institutions of higher education management information construction is lack of innovation, the implementation of risk control work, which leads to the data information processing is not timely, easy to produce serious security risks, resulting in inaccurate information processing, difficult to obtain accurate and objective analysis results, ultimately affecting the construction of higher education management information.

4. COPING STRATEGIES

In view of the problems existing in the information construction of higher education, effective countermeasures should be taken in time to promote the flexible use of information technology in higher education, to promote the original problems in education management can be solved, so as to improve the overall level of information construction. To this end, this paper will put forward the following countermeasures.

4.1 Strengthening the scientific nature of information technology construction in education management

In order to implement the work of education management well, colleges and universities need to adapt to the development of the Times, strengthen the attention to the information age, with the help of information technology to improve the level of education management, so as to improve the shortcomings of the original management. In this regard, colleges and universities need to strengthen the scientific nature of information construction of education management, attach importance to the design of information construction, ensure the reasonable design of management schemes, and increase the investment in capital, technology and other aspects to ensure the smooth implementation of education management, so as to lay a solid foundation for the subsequent teaching work [2].

For example, colleges and universities can create education management information platform, integrate information resources, and promote the effective integration of various work, so as to improve the utilization rate of resources, realize the innovation and development of education management, and then give play to the role of information technology management.

4.2 Improve the systematic construction of information technology in education management

In the current period, colleges and universities should build a systematic information management platform, implement a full range of management work, promote the application value of information technology can be reflected, so as to promote the construction and development of college education management information platform. At the same time, relevant managers should also have strong professional ability and master advanced technical points, and then apply them to education management, divide education management into different modules, so that each module can form an

effective interaction, so as to improve the level of education management and achieve greater results for the education management of colleges and universities [3].

4.3 Promote the innovation of education management information construction

For institutions of higher learning, innovation is very important, through the effective innovation of the information construction of education management, can promote the further development of information management construction, so as to achieve a virtuous cycle, so as to improve the quality of education management. For example, institutions of higher learning can apply big data technology in combination with education management, so as to strengthen the previously weak links in education management and improve the level of the whole education management. For example, institutions of higher learning can use AI technology. As a widely used technology at present, AI technology is conducive to providing more technical advantages for education management, including building teaching resource platforms and enriching teaching resources, so that students can study in a good atmosphere and facilitate the development of education management. To promote the relevant management personnel can improve the level of information management, and then obtain greater results.

5. CONCLUSION

With the development of the information age, colleges and universities need to innovate the mode of education management in time and improve the level of education management with the help of information technology, which is helpful to improve the existing problems in the original teaching management, so as to improve the scientific and systematic education management. In this regard, we should attach importance to the information construction of education management, increase the investment in technology, capital and other aspects, and strengthen the quality and ability of management personnel, so that they can master more advanced technical points, and then promote the information construction of higher education management.

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Research On the New Media of Creative Design in the Context Of "Internet +"

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Abstract: Based on the in-depth analysis of the trend and current situation of context-creative design in the context of "Internet +", this paper can learn the adverse factors affecting the development of the field of cultural and creative design, so as to take effective measures to promote the field of cultural and creative design to achieve breakthrough development and sustainable development.

Keywords: Internet Plus; Context; Cultural and creative design; the New Medium

1. INTRODUCTION

In the context of the current development situation of the Internet, "Internet Plus" has had a key impact on the management and development of the industry. "Internet Plus" has improved the development environment of cultural and creative design industry and provided a good development opportunity. With the help of "Internet +", advanced and innovative cultural and creative design concepts can be introduced, and the design mode of cultural and creative can be optimized and upgraded, so as to better reflect the value of cultural and creative products, which requires effective use of new media. For this, this paper analyzes and discusses the content of creative design new media in the context of "Internet +" for reference of relevant personnel.

2. THE TREND OF CREATING DESIGN IN THE CONTEXT OF "INTERNET +"

Cultural products refer to the products that designers create to meet the needs of the market based on imaginative creativity and low combination of cultural elements, which are mainly reflected in practical and commercial aspects. Cultural and creative product design needs to reflect the history and culture, but also should adapt to the social development situation, and organically related to daily production and life. Under the "Internet Plus" situation, it is necessary to introduce new ideas and new media, which are mainly reflected in the following aspects:

First, it is highly interactive. Currently, mobile software and other interactive ways can better spread products, so that users can better pay attention to cultural and creative products.

Secondly, the development trend of science and technology. Compared with traditional cultural and creative products, Internet-based cultural and creative products can make use of scientific and technological development achievements, such as virtual technology, and some facilities and equipment, so as to expand the expression of cultural and creative products.

In addition, the brand image development trend. the following products mainly promote cultural and creative

brands through cross-industry and cross-regional means. For example, museums cooperate with some commercial institutions and high-end brands to launch some related products or activities.

3. CURRENT SITUATION OF CULTURAL AND CREATIVE DESIGN INDUSTRY

3.1 Lack of value of cultural design products

At present, some designers' understanding of the cultural and creative design industry is often limited to combining traditional culture in the design, and they believe that this way can increase the value of traditional culture. But now the important carrier of Chinese creative design industry is creative value, instead of staying in the reflection of cultural elements, it needs to make use of story forms or popular elements to realize the value and reflect the value. But compared with some developed countries, Chinese creative design still has a big development space.

3.2 Lack of competitiveness of leading enterprises

At present, in the cultural and creative industry, some leading enterprises are not enough to better guide the development of the cultural and creative industry. the competition or interaction between leading enterprises in the cultural and creative industry is not clear enough to reflect the value and advantages, which will also make the value of cultural and creative products not fully reflected, resulting in unstable business activities in the cultural and creative industry.

3.3 Lack of innovation and creation in cultural industry

Innovation and creation is the embodiment of the key value of cultural and creative industry. the essence of cultural and creative design lies in the value generated by innovation and creation, which needs to have the characteristics of difference and uniqueness. Chinese cultural innovation industry is insufficient in innovation and creativity ability, mainly manifested in the widespread plagiarism phenomenon, innovation and creativity have great similarities. In addition, in pursuit of foreign culture, designers will think that only by not following the conventional concept of design can they reflect its higher value or reflect its hierarchy, resulting in passive cultural design. They believe that the purpose of Chinese traditional culture will cause users to have bad feelings, which also affects the image of the cultural innovation industry.

3.4 Insufficient financial support

The development of the industry needs to get financial support, and the cultural and creative industry is the same. There are many reasons for the lack of financial support for the cultural and creative industry, which are reflected in the following aspects:

First of all, the cultural and creative design industry has high risks. Both innovation and capital returns have a long cycle and are affected by some unstable factors.

Secondly, cultural and creative design is often an invisible asset type, and the financing collateral is relatively simple, which cannot meet the requirements of financing.

In addition, cultural and creative design is easy to be copied, and it is difficult to protect the intellectual property rights of cultural and creative products, which will also cause some investors can not smoothly invest. the above factors will make it difficult for cultural and creative design to get financial support, increase financing costs, and lead to greater difficulties in the development and financing of the cultural and creative industry, which will ultimately affect the breakthrough development of the cultural and creative industry.

4. SPECIFIC APPLICATION OF CREATIVE DESIGN NEW MEDIA IN THE CONTEXT OF "INTERNET +"

4.1 Application of mobile digital media

Mobile digital media is a new form of media widely used in the context of "Internet +". Its advantages lie in its convenience, strong interactivity and high communication efficiency, which affect People's Daily production and life. Through the effective application of mobile digital media, cultural and creative design can enhance the uniqueness of cultural and creative products and better relate to People's Daily production and life. When designing more in-depth analysis of cultural elements, designers need to integrate data information to determine the design concept and method, laying the foundation for cultural and creative design. Through mobile terminal devices, the experience of cultural and creative products can be improved.

In addition, the application of some mobile software can enhance the interaction with users. the design of mobile software needs to reflect the characteristics of cultural and creative products, so as to improve the status quo of single media, and enable users to have a vivid image and intuitive understanding of cultural and creative products, which is conducive to the dissemination of historical and cultural knowledge related to cultural and creative product design.

4.2 Application of digital new media

Digital new media involves cloud technology, virtual technology, etc., and the main content involves the practical application of digital media technology. Through the application of the Internet, cultural and creative products are connected to improve their interactivity and convenience. In the design of cultural and creative products, users' viewing feelings are mainly taken into

account. By stimulating and enhancing users' visual feelings and integrating visual, auditory and tactile information, users' cognition of historical culture and cultural and creative products is strengthened.

4.3 Application of physical cultural and creative products
Physical cultural and creative products mainly involve some cultural daily necessities, and this aspect of media mainly takes into account users' aesthetic awareness of life. Traditional physical cultural and creative products mainly involve decorations in museums. In the context of the development of the Internet, physical cultural and creative products have a high value. It is necessary to ensure that their practical value, aesthetic value and cultural value are unified. In the specific application process, it should have the function of inheriting and spreading culture, and realize the deep integration between traditional culture and daily life. Some current physical cultural and creative products with artistic value and representative value should have the design value.

5 CONCLUSION

To sum up, there are some problems in the context of "Internet +", which are mainly manifested in the lack of value of cultural and creative design products, the lack of competitiveness of leading enterprises, and insufficient financial support. On this basis, "Internet +" can be used to optimize cultural and creative design, such as the application of mobile data media, digital new media and physical cultural and creative products, so as to form advanced innovative cultural and creative design concepts, enrich the content of cultural and creative design, optimize the mode of cultural and creative design and improve the quality of cultural and creative design, which is conducive to the sound development of cultural and creative industry.

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The Application of Han Embroidery Pattern in Children's Clothing Brand Image

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Abstract: Han embroidery is an intangible cultural heritage of Hubei Province. Its development history has reached two thousand years. This embroidery technique is an important traditional culture in China. At the present stage, traditional culture is getting more and more attention. If we want to inherit and spread this traditional culture, we can apply it to the brand image of children's wear, so that the two can be fully integrated, which can not only enhance the cultural connotation of the brand image of children's wear, but also improve the uniqueness of children's wear, which can play an important role in the promotion of the brand image of children's wear. It also contributes to the effective inheritance of the traditional culture of Han embroidery.

Keywords: Han embroidery pattern; Children's clothing brand image; Analysis of application

1. INTRODUCTION

In recent years, with the continuous development of sinology, more and more people start to pay attention to our traditional national dress, that is, Hanfu. Meanwhile, the new generation of parents also pay more attention to some children's wear Hanfu. As a brand of children's wear Hanfu, if you want to stand out from many brands of children's wear, you can combine it with the traditional culture of Han embroidery. Other modern children's wear brands can also apply the pattern of Han embroidery, the use of Han embroidery pattern in the brand image of children's wear, to enhance the cultural connotation of the children's wear brand, but also to reflect the fun of fashion, to attract more consumers. In practical application, we should combine the characteristics of children's wear, choose the appropriate Han embroidery pattern, and use it as the brand image of children's wear, so as to promote the long-term development of the brand of children's wear.

2. THE APPLICATION ANALYSIS OF HAN EMBROIDERY PATTERN IN THE PROMOTION AND PUBLICITY OF CHILDREN'S WEAR BRAND IMAGE

2.1 Brand logo design and application

In the process of children's wear brand image promotion, brand trademark occupies the core position, a good brand trademark can provide help for children's wear brand image promotion. In the design of children's wear brand trademark, the designer should improve its simplicity, fun, to ensure that the name of the trademark can be catchy. For example, "Wushanae" was an original children's brand image. A major name for the new brand is a homonym for "Wuhan New dress". the main brand for children's clothing is Han clothing, and the brand name also indirectly reflects the geographical characteristics of Han

embroidery and has a certain Zen meaning. Among them, the word "Wu" also passes Yingwu, which mainly describes the meaning of children's intelligence; the word "han" is simple and honest, describes the simplicity of children; the name for a "new baby" in Wuhan dialect means a young child. In the design of the brand trademark, the "mouth" part of the word "Wu" is transformed into the wishful pattern in the Han embroidery, which is expressed through the childlike curve. This can not only arouse the curiosity of consumers, but also attract consumers to visit and buy children's wear in the store, so that the brand image is effectively promoted. In addition, for "Wushanae", the way of reading was also closer to Wuhan dialect, which not only inspired the emotional resonance of local consumers, but also made more people have a certain understanding of the culture of Wuhan in the promotion process. In the process of the children's wear brand promotion, the brand culture could be efficiently communicated. In addition, the local characteristic culture can be widely publicized, which further enhances the cultural connotation and heritage of the children's wear brand [1].

2.2 Design and application of symbolic patterns

In the process of establishing a good brand image of children's wear, we should also pay more attention to symbolic patterns, which can leave a deep impression on people. For children's clothing brand image, we should choose simple and childlike symbolism, and can easily identify, but also in line with the psychological characteristics of children. Take McDonald's as an example. the brand image is the symbolic pattern "M", which can be easily and quickly drawn regardless of age, which also reflects the popular characteristics of the brand image. For "Wushanae", an original children's Han clothing brand, the brand image used the ruyi shape of the Han embroidery design, but for the sake of children's characteristics, a childish curve was used for the design. the specific graphic was a combination of black and white color, and the black part was a child with a candy in hand. the white part is the image of a budding flower, which can also be seen as the rising sun. Ruyi pattern in traditional Chinese culture has a beautiful meaning, but also the parents hope that children all the best wishes. Reasonable simplification of Ruyi pattern can deepen children's memory to some extent, so that they can recognize this image pattern faster, and lay the foundation for brand promotion.

3. HAN EMBROIDERY PATTERN IN CHILDREN'S WEAR BRAND IMAGE PRODUCT DESIGN APPLICATION ANALYSIS

Taking "Wushanae", a children's wear brand as an example, the brand kept up with the Times in the design of children's wear. With the development of traditional culture, the new Han clothing for children began to be designed. As for the design of Han clothing, a traditional collar and right skirt was used to match with flying mouse pants in modern clothing, and also a new embroidered canvas shoes. Traditional clothing and modern clothing can be organically combined, but also arouse the curiosity of consumers, so that their cognition of traditional clothing collocation is broken, this collocation mode also breaks the restrictions of traditional clothing, and promotes the development of modern clothing industry [2].

3.1 Design and application of Han embroidery pattern of children's Han clothing handing over Right front

In the modern "Wushanae" children's dress design, the designer used the Han embroidery design, combined the parents' good wishes for the children, chose the "dragon" and "phoenix" in the Han embroidery design, integrated them into the children's dress, matched with the gray color, the simplified "dragon and Phoenix" Han embroidery design was embroidered directly on the children's collar and right front collar. Although the dress became simple, However, its cultural connotation is richer, which also makes the characteristics of children's Hanfu outstanding, more able to highlight the beauty of clothing.

3.2 Han embroidery pattern design of Flying mouse pants

Many parents have high expectations for their children, hoping that their children will have a very good future in the future, and become the so-called "kirin Jiaozi". "Peony" is one of the Han embroidery patterns, which has the meaning of nobility. Therefore, it can be applied to children's clothing, which only represents a good one. In practical application, the designer chose two kinds of Han embroidery patterns, "Kirin and peony", and made them childlike and simple, making the kirin and peony become a group decoration pattern, implying a more complete life. the color is also matched with light red and blue, in line with children's aesthetic characteristics and age needs.

4. ANALYSIS OF THE APPLICATION OF HAN EMBROIDERY PATTERNS IN PAPER MEDIA PUBLICITY AND PROMOTION

When promoting the brand image of children's wear, it also needs to be applied to the corresponding paper media, which involves packaging, handbag, VIP card, tag, etc., which are the paper media needed for the publicity and

promotion of clothing brands. When promoting the brand image of children's wear based on paper media, the Chinese embroidery patterns of the brand can be directly presented on these paper media, so as to improve the publicity effect and deepen consumers' impression of the brand image [3].

5. CONCLUSION

Reasonable application of Han embroidery patterns in children's wear brands can improve the attractiveness of children's wear to a large extent, realize the organic combination of modern fashion and traditional culture, and play a positive role in the transmission of traditional culture, which also helps to promote the development of the children's wear. Therefore, the relevant children's clothing enterprises should pay more attention to Han embroidery, have a comprehensive understanding of it, scientifically select Han embroidery patterns, and ensure that they meet the characteristics and requirements of children's clothing.

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Research On the Training Mode of Diversified Teaching Content of Impromptu Accompaniment Course in Colleges and Universities Under the New Situation

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Abstract: The course of impromptu accompaniment in colleges and universities is a comprehensive course that integrates the knowledge and skills of all disciplines of music. the study of this course has great difficulty and complexity. When the teaching method used in the impromptu accompaniment course education in colleges and universities is not reasonable, it will reduce students' interest in learning from the increase of learning difficulty, so the teaching efficiency of the course cannot be effectively guaranteed. Based on this, in order to ensure the effective development of impromptu accompaniment courses in colleges and universities under the new situation, diversified teaching content training mode should be used to carry out teaching, so as to improve teaching results from effective and reasonable application of teaching methods.

Keywords: Impromptu accompaniment; Diversified teaching; Teaching model; Applied research

1. TEACHING STATUS OF IMPROMPTU ACCOMPANIMENT COURSES IN COLLEGES AND UNIVERSITIES

In our country's current development, the improvisational accompaniment has become one of important required courses in music education majors in colleges and universities, and the ability of improvisational accompaniment is also a necessary professional skill for qualified music teachers. It is because of the important proportion of impromptu accompaniment courses that college students majoring in music must obtain good practical ability of impromptu accompaniment if they want to get better development in the future. Through research, we can find out that students' ability of improvisational accompaniment is generally poor due to the unreasonable application of teaching mode in Chinese college music teaching at present. the problems of its efficient improvisational accompaniment course are as follows:

1.1 Study status quo

With the constant development of the music industry, the number of cases choose music major is more and more, though the art class specialized recruitment of students proportion in increase year by year, but in the case of enrolment ascension did not improve the quality of the teaching quality and students, graduate students, in turn, led to the art ability is weak and widespread employment difficult problem. Cause the main cause of the problem is

most ordinary school music education is given priority to with vocal music learning and ethnic instrumental music, this kind of students in the learning process is basically out of touch with the piano, so lead to enter colleges and universities music education professional students' music quality is uneven, and the majority of students are just contact after entering colleges piano learning piano. Due to the high difficulty of piano learning, learning piano skills and impromptu accompaniment will bring great trouble to students when they are enrolled in the school.

1.2 Teaching status

Through education of colleges and universities of our country current majority improvisational accompaniment research has found that most of the teachers have impromptu accompaniment ability is not strong, and in the process of education teaching thought is not clear, the teaching idea is also not clear, causing the course without focus and direction, this kind of situation will not be able to effectively improve the students' ability of impromptu accompaniment. Secondly, with the increasing enrollment of music majors in colleges and universities, colleges and universities do not recruit teachers with good improvisational accompaniment ability, resulting in the imbalance of teacher-student ratio, which will also fail to improve the teaching quality due to the ineffective course teaching.

2. DIVERSIFIED TRAINING MODE OF IMPROMPTU ACCOMPANIMENT COURSES IN COLLEGES AND UNIVERSITIES

2.1 Learn, listen and practice

Harmony is the basic content in music, so to some basic ability of poor students impromptu accompaniment teaching should be in harmony as the main line, when the harmony ability of students to effectively improve harmonic technique can not only cultivate their ability, also can effectively solve the harmony theory with the practice of the accompaniment, and also can lay a solid foundation for the follow-up study for students. When teaching with harmony as the main line, students should first learn to recognize harmony vocabulary, listen, debate and perceive sounds, so that students can extract harmony information features in music to the maximum extent, and generate new harmony acoustics in their hearts [1].

Piano accompanist saw a song melody, is not in accordance with the individual notes or to a single section for the configuration for the unit, but a phrase to phrase will the harmony of the melody in need for centralized

processing, processing is completed in a certain harmonic function within the framework of the chords to a variety of choice, in this way can play the music with integrity and richness. Therefore, taking harmony as the main line to develop students' impromptu accompaniment teaching can effectively improve the teaching quality.

2.2 Strengthen the practice of improvisation and creation

The ability to improvise is simply the ability of a performer to complete a piece of music without seeing it written in advance. This kind of impromptu accompaniment emphasizes the importance of impromptu. Only when students have a good ability of impromptu accompaniment can they effectively deal with various accidents in the performance and improve the richness and integrity of their own performance. It can be seen from the research that teachers' teaching emphasis in the previous impromptu accompaniment course was mainly in the training of ammunition matching, and did not pay attention to the cultivation of students' improvisation ability. In this case, the musicality and improvisation of impromptu accompaniment could not be highlighted, and the teaching effect could not be guaranteed. In order to improve this situation, the cultivation of students' improvisation ability can be strengthened in the course of improvisation accompaniment. Only when students have good improvisation ability can they have a better feeling of rhythm, melody, harmony, style and other musical elements in the process of learning. Since rhythm, melody, harmony, style and other musical elements are important points in music, when students can have good experience and feeling of them in learning, they can enrich their association ability on this basis, and thus effectively improve their ability of improvisation accompaniment [2]. In order to ensure the effectiveness of teaching, students can learn music fragments in the initial stage, and then gradually extend them to a longer musical structure after they have mastered it. Only by guiding students to have an effective feeling of melody, rhythm, style and other musical elements step by step can they reduce the difficulty of learning and improve their interest in learning.

2.3 The cultivation of self-playing and self-singing ability

In order to effectively improve students' ability of improvisational accompaniment, we should also strengthen the cultivation of students' ability of playing and singing. This requires colleges and universities to organize more after-class activities for students. Because these activities are interesting and competitive, they can

effectively enhance their interest in participation. In addition, students can also find their own shortcomings from others' performances in the process of competition, so it can effectively improve students' musical ability

Teacher is the student's guidance, the ability of teacher to the student ability raise has important influence, when the teacher has a strong ability to play and sing, then can effectively mobilize the classroom atmosphere, thus students can be improved in the good atmosphere, and the teachers of vivid facial expressions and body movements all can effectively stimulate the students' emotional resonance, Therefore, it can improve the teaching results from the improvement of students' learning interest and desire. Based on this, in order to ensure the effective implementation of impromptu accompaniment teaching, colleges and universities should also recruit some teachers with professional ability or conduct regular training for teachers in colleges and universities, so as to ensure the effective implementation of classroom teaching through the improvement of teachers' ability [3].

3. CONCLUSION

To sum up, the impromptu accompaniment course is difficult and technical, so if the teaching method is not reasonable, the learning effect will be reduced from the decrease of students' interest in learning. Therefore, in order to guarantee the teaching results of impromptu accompaniment course, new teaching methods should be constructed under the new situation, which can strengthen the cultivation of students' ability to play and sing, the ability to use simple score music, and the ability to improvise and compose exercises. In this way, students' ability can be improved through effective teaching.

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