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The Development of Higher Education in the Era of Knowledge Economy

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Abstract: In the era of knowledge economy, knowledge economy and high and new science and technology knowledge in higher education have something in common and something different, but they are unified. The knowledge of high and new science and technology in knowledge economy is not general science and technology knowledge, but applied science and technology knowledge that plays a decisive and revolutionary role in modern large-scale production. In a sense, basic theory and application, technical theory is the relationship between source and flow, and the different theoretical forms of high-tech knowledge belong to the category of scientific and technological knowledge. Under the condition of knowledge economy and society, higher education becomes the center of economy and society. In the era of industrial economy, universities are at the edge of economic society. Only in the era of knowledge economy, universities are pushed to the center of economic society. The development of higher education in the era of knowledge economy includes the applied knowledge of science and technology, which plays a decisive and revolutionary role in modern production, as well as the basic advanced knowledge of science and technology, which cannot be directly incorporated into the production function.

Keywords: Knowledge economy, Higher education, Education management

1. INTRODUCTION

In the era of knowledge economy, the freedom of network transmission is greatly strengthened, which is conducive to the sharing of information resources and accelerating the process of international cooperation and exchange. At the same time, it also challenges the moral education in colleges and universities. In recent years, with the development of the network, all kinds of ideology and culture blending, collision will be increasingly fierce, the western culture, including video, audio, books and periodicals will enter a large number of colleges and universities in our country, all kinds of college students' ideology and way of life values, way of thinking a great impact, likely leading to the corrosion of the concept of conflict and thought. Under the condition of knowledge economy, moral education in colleges and universities will become more and more important and complex. China has made significant progress in the reform of higher education system, but there are still many defects that do not adapt to and block the function of the challenge of knowledge economy.

Education is the activity of cultivating people. Moral education in colleges and universities is not only an

important part of higher education, but also an important means to cultivate a new generation with ideal, morality, culture and discipline. The knowledge-based economy is an economic form in a specific historical period, and the scientific and technological knowledge provided by higher education can be described as high-tech knowledge under the historical conditions at that time, because the role and status of high-tech knowledge provided by higher education in the development of productive forces and social progress are different in different economic forms. Colleges AND UNIVERSITIES absorb this high-tech knowledge, transform it into teaching content, internalize it into students' individual quality, or carry out innovation on the basis of inheritance, and form materialized scientific and technological achievements into the society. Productive forces do not dominate higher education unidirectional, that is, institutions of higher learning do not absorb scientific and technological knowledge from society unidirectional. Colleges and universities are "think tanks" and "talent pools". They create new knowledge on the basis of absorbing and reflecting, and then transform it into productive forces to promote social development. When the inherited knowledge and created knowledge reach a certain degree, it will cause qualitative change from quantitative change and further promote social development.

As the spreading base, production base and incubation base of high-tech knowledge, colleges and universities have become the "cradle" of high-tech knowledge, the "engine" of the knowledge-based economic society and the axis of the knowledge-based economic society. From the analysis of the law of external relations of education, knowledge economy and higher education have a good interaction. Knowledge economy inevitably requires the establishment of new educational concepts, such as new educational philosophy, educational function, educational essence, educational industry, educational development concept and so on. Essence of knowledge economy requires knowledge-based economy, and point to the high and new science and technology knowledge, which requires colleges and universities must for economic development and social progress and technology knowledge, request to adjust the education concept of colleges and universities, establish new education values, and training specialized personnel in mastering modern advanced science and technology, and create the first-class scientific research achievements. In order to meet the challenge of knowledge economy and adapt to the development of knowledge economy, the new educational idea and educational values require universities to reform

in educational purpose, training goal, curriculum goal, teaching content, teaching method and social service.

Knowledge economy not only requires the economy to be knowledge-based, but also requires the knowledge to be economized, which is not only the internal requirement of knowledge economy, but also the objective need of knowledge economy development. In the era of knowledge economy, the commodity of education products is prominent, and the industrialization of higher education promotes the reform and innovation of the management system in colleges and universities, making colleges and universities become the production departments and legal entities of knowledge goods that pay attention to cost efficiency and clear responsibilities and rights. This requires people to change their ideas, make clear the economic value of knowledge and commodity characteristics, and make clear the legal person status and industrial attributes of universities.

Informationization not only affects the change of educational value, the reform of educational management system, but also leads to the reform of educational teaching forms. If the agricultural economy is the manual age, the industrial economy is the mechanization age, then the knowledge economy is the information age. Will greatly promote the knowledge economy and promote the distance education, network education and the development of multimedia teaching, fully changed the traditional face-to-face teaching form and the teachers and students in book medium for the transmission of knowledge carrier, promote the revolution of education technology, to promote education and lifelong education internationalization, endowed with new connotation and the extension theory and practice of higher education.

Higher education promotes the development of knowledge economy, not only indirectly through the education function and research function of colleges and universities, but also as an economic department, which can directly realize economic value and promote the development of knowledge economy. The reason why higher education can reduce the negative effect of high-tech knowledge on knowledge economy mainly lies in the education function of higher education. As the base of talent training, as the source of knowledge, the palace of science, the cradle of talents and the spiritual home, higher institutions can realize the harmonious unity between intellectual factors and non-intellectual factors, scientific spirit and humanistic spirit, personal belief and social care. The impact and impact of knowledge economy on the higher education of our country are all aspects, which bring the opportunity of development as well as the severe challenge. In knowledge-based economy, the ownership of knowledge is closely related to social and economic development and personal wealth and status promotion, and the competition of national strength and individual competition has become the competition of knowledge innovation and information utilization to a large extent. Higher education has been included in the priority development strategy and the overall layout of modernization construction by the country, and the

influence of knowledge factors on the individual development of citizens is increasingly obvious.

2. CONCLUSION

Higher education is shifting from phased teaching to lifelong teaching, and various types of adult colleges and universities for the elderly are developing vigorously. An expansion in space. Knowledge economy is a highly comprehensive era, which is manifested in the formation and development of knowledge, the processing and dissemination of information, the design and production of new products, the production and circulation of goods and other aspects. Under the condition of knowledge economy, higher education undertakes a variety of social functions given by the Times. Whether higher education can realize these functions depends on the enthusiasm, initiative and creativity of the subjects engaged in higher education activities, and the mobilization of human subjectivity depends on the system and system.

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Method For the Determination of Annual Yield in Imitation Wild Planting Pattern of *Dendrobium Officinale*

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Abstract: *Dendrobium officinale* are traditional and valuable Chinese herbs, currently the imitation wild cultivation mode can cultivate high quality *dendrobium* products. Because *Dendrobium officinale* imitation wild is to make full use of tree trunkunderforest and stone mountain stone face, lack of scientific measurement and evaluation methods for yield. In this paper, combined with the woodland quadrat setting and accurate harvesting of *Dendrobium officinale*, the annual per Ha yield per unit area of *Dendrobium officinale* was scientifically calculated, providing technical reference for industrial development.

Keywords: Resource type; Wild resources; Phenotypic characteristics; *Dendrobium officinale*

1. INTRODUCTION

Dendrobium officinale Kimura et Migo is a *Dendrobium* of the Orchidaceae. As a folk traditional Chinese herbal medicine, *Dendrobium* has a unique effect. It is also included as a medicinal and edible plant, which can be used as a nutrition and health care product for a long time and has the effect of enhancing physical fitness [1-6]. the wild resources of *Dendrobium officinale* were once mined to the verge of extinction, which led to the birth of artificial industrial cultivation. In the 1980s and 1990s, asexual reproduction was used artificially to obtain a small number of seedlings to develop germplasm, and it was difficult to expand the planting scale. After the breakthrough of aseptic seed sowing, a large number of seedlings can be obtained, and there are sufficient seedlings in greenhouse seedbeds, with an unprecedented planting scale [6, 7]. However, the commercialization of the need to solve the quantity, but can not guarantee the quality. Imitation wild cultivation captures the industrial pain point that can guarantee the quality and leads the current industrial development direction of *Dendrobium* planting [8-10].

The imitation wild planting refers to the artificial breeding of *Dendrobium officinale* seedlings transplanted to the forest or stone environment, as far as possible to avoid human intervention, so that it can survive in the natural climate environment of a "human nature" cultivation. *Dendrobium officinale* is usually divided into two types: imitation wild tree attachment and stone attachment. Because of the specificity of wild environment, it is difficult to predict and evaluate the yield of this model.

Combined with many years of practical experience, this paper condensed a set of yield evaluation method imitating wild cultivation model.

2. SAMPLE PLOT SETTING

2.1 The total area is defined. A standardized cultivation base, at least tens of mu, more than thousands of mu, and even to the provinces, counties and other planting area of the yield statistics, reasonable quadrat setting is particularly necessary. the quadrat setting must first determine the four to range of the base, sketch the map spot, and obtain the accurate base area.

2.2 Quantity of quadrat. In general, at least 3 splines should be set for an area less than 5 mu, and 5 for 5-30 mu. In the future, 3 splines should be set for every 50 mu increase.

2.3 quadrat size. Due to the factors such as the number of trees attached to the cultivation environment, the proportion of exposed stones in the forest area and the size of stones, the standard quadrat is usually set as 200m², which is more scientific and reasonable. According to the specific sample site, it can be set as 20m×10m or 10m×20m, or a circle with a radius of 8m. the quadrat can also be reduced appropriately according to the uniformity of cultivation conditions of the plot in order to reflect the planting density of the plot relatively accurately. After the quadrata is defined, the range of quadrata 4 to 4 can be determined by drawing line or spraying mark.

3. MEASUREMENT INDEX

3.1 The number of colonization plant. Accurately count the number of *Dendrobium officinale* colonized plants in the quadrangle, including the number of surviving and dead, that is, the number of main trees attached to the quadrangle and the number of colonized plants per tree should be counted in the tree planting mode. In stone planting mode, it is necessary to divide the blocks again and accurately count the number of planted plants in each block.

3.2 Single plant weight. In the quadrat, each participant picked one or more bushes plant of *Dendrobium* fresh strips, removed the leaves, and weighed the fresh strips. It is required to keep 2-3 sections when picking to facilitate the germination of new buds in the next year, and the stem length is usually greater than 5cm. Picking and weighing the number of 30 bushes plants.

4. COMPREHENSIVE ESTIMATION AND ANALYSIS OF INFLUENCING FACTORS

4.1 Calculation method

By measuring the number of square planting bushes, take the average value to calculate the number of planting bushes per mu, calculate the average weight of fresh strips per cluster, and further calculate the average yield per mu. According to the total area of the base, estimate the annual yield of fresh strips per mu of the base. That is, the formula is:

Annual yield per mu per unit area (g) = average number of planting bushes in sample plot (n) × 3.33 × average weight of fresh strips in single cluster (g)

According to the mu yield and base area product to get the base annual yield.

4.2 Use typical cases

In August 2022, tested the attached tree cultivation base of Anlong Xicheng Xiushu Agriculture and Forestry Co., LTD. the verified area of the demonstration base was 356 mu; the average planting of *Dendrobium officinale* per mu 10832 bushes, survival rate 99.77%, the annual yield of fresh 144.58 kg per mu.

March 2022: Tested Polao Stone planting base of Guizhou Lizeng Agricultural Science and Technology Co., LTD. the base covers an area of 30 mu, with an average planting of 8150 bushes per mu, with an average yield of 12.9g per bush and an annual yield of 105.14 kg of fresh strips per mu.

March 2021: Test the base of Guizhou Jisheng Agricultural Science and Technology Co., LTD. the base covers an area of 115 mu, with an average planting of 2197 bushes per mu, with an average yield of 18.13g per bush and an annual yield of 40.46 kg of fresh strips per mu

5 CONCLUSION

Whether the base annual output is accurately estimated is the criterion of testing the production measurement method. In addition to the accuracy of the total area of the base, this method is mainly affected by the representativeness of the quadrat facilities and the average weight of a single cluster. It is necessary to fully understand the situation of the base in the setting of sample plots. By combining random facility sample plots with standard sample plots, the sample plots should be representative as far as possible so that the sample plots can effectively reflect the planting density of the base. Single bush weight was also the core factor affecting the results. Single bush sampling should be carried out according to a unified standard, and the basic characteristics of withered stalk and few or no leaves in the top part of the fresh shoots of *Dendrobium* of two years old were fully understood. the average single bush weight would be affected by the mistaken harvesting of stems of other years or the missing harvesting of stems of two years old. the previous practice showed that the effective component accumulation was the highest in *Dendrobium* with two years of wild-like cultivation, and the corresponding harvesting time was longer, so it was enough to avoid the growth season of water and heat in the same season from May to September. Therefore, it is the

most scientific to harvest two-year old stem as the annual yield, which can also achieve continuous harvest and steady yield increase.

In social practice, this method can accurately determine the annual yield of imitation wild *Dendrobium officinale* planting, and provide technical support for the high quality development of the industry. At the same time, it is suggested that in the process of industrial development, increasing the number of plants per unit area is an effective way to provide yield and increase economic benefits.

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Analysis Of Site Layout of Civil Construction Based on Bim Technology

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Abstract: This paper analyzes the characteristics of BIM technology, and recognizes the importance of civil construction site layout, and studies the specific application of BIM technology in civil construction site layout, through in-depth professional analysis, to understand the important role of BIM technology.

Keywords: BIM technology; Civil construction; Site layout; The construction site

1. INTRODUCTION

Scientific and reasonable layout of the construction site in civil construction can provide support and create conditions for the next step of construction work, so it is more important. The development of science and technology promotes the development of BIM technology with the Times. The application of BIM technology helps staff to arrange and plan the civil construction site scientifically, prevent some risk factors, and ensure the smooth implementation of civil construction.

2. THE CHARACTERISTICS OF BIM TECHNOLOGY

BIM technology is an advanced technology, but the understanding of BIM technology is not high in our country and the research on BIM technology is not in-depth. Through the analysis of BIM technology, we can know that there are some characteristics, which are reflected in the following aspects:

2.1 Visual Features

BIM technology can establish stereo model according to project parameter data. In specific construction, it will have a deeper understanding of engineering project construction through observation and analysis of the model, and provide an important reference for engineering construction management.

2.2 Information Perfection

The establishment of the diorama is the comprehensive embodiment of the digitization and informatization of the project, and the relevant data are collected in the diorama. By analyzing the model, we can have a certain understanding of the project, and the relevant parameter data information can be presented through the model, which provides convenient conditions for the project construction.

2.3 coordination

Engineering construction is a gradual process, but also a systematic process. In civil construction, BIM technology is applied to establish a three-dimensional model, which contains the relevant information of engineering projects. Management personnel can carry out overall planning and supervision for the work construction, and then coordinate the construction of engineering projects to avoid some

factors affecting the regular construction progress and construction quality.

3. THE SIGNIFICANCE OF SITE LAYOUT OF CIVIL CONSTRUCTION

3.1 Ensure civilized and orderly construction

Effective civil engineering construction site layout, can make managers a comprehensive understanding of the specific situation of the construction site, prevent security problems, specific can set the security warning labels and reasonable arrangement of construction materials and mechanical equipment, strengthen the construction of safety consciousness, supervise the construction technology, construction personnel specification to avoid security problems.

3.2 Ensure normal construction progress

Civil engineering involves a wide range of aspects, and the scale of the project is often large, which will increase the difficulty of management. After the scientific and reasonable layout of the construction site, such as the scientific layout of transportation routes, it can avoid the influence of some other factors, so as to ensure the smooth implementation of the construction work according to the construction plan, which ensures the construction progress.

3.3 Reasonable control of construction costs

Civil engineering has its own characteristics, in the specific construction if not scientific layout of the site, then will lead to repeated construction or handling of construction materials and equipment, increase the cost expenditure, but also affect the economic benefits. Therefore, the scientific deployment of the site is extremely critical and important. Through reasonable layout of space layout and so on, accidents can be controlled, and the re-investment of manpower, material resources and funds can be avoided to ensure economic benefits.

4. APPLICATION OF 3BIM TECHNOLOGY IN SITE LAYOUT OF CIVIL CONSTRUCTION

4.1 Application in civil construction site planning

The application of BIM technology to the layout of civil construction sites can improve the scientificity, rationality and effectiveness of the layout, and ensure the normal implementation of construction operations. The application of BIM technology needs to be based on the specific situation of civil construction projects, combined with development planning, through scientific analysis and comparison of scientific majors, so as to optimize the construction site layout.

At the same time, through the organic combination of BIM technology and computer technology, the situation of civil engineering projects can be presented to the staff in an image and three-dimensional manner. With the help of

GPS technology, the construction situation of civil engineering projects can be understood in a more comprehensive and detailed way and the construction site layout can be optimized. Specific performance: in the application of BIM technology, through the establishment of a model based on the relevant parameter data, so as to simulate the civil construction project, ensure that the site layout and construction planning is scientific and reasonable, and can understand the project construction environment, characteristics, etc.

In the site layout of specific civil engineering projects, the application of BIM technology can improve the rationality and effectiveness of the layout, so as to meet the requirements of construction specifications and improve the construction quality.

For example in the temporary engineering the application of BIM technology can work for temporary works related to scientific planning, to ensure that conform to the requirements of the construction, which involves the construction needed to transport running route and the space program, by simulating the operation of the vehicle road map can prevent traffic congestion, improve transport efficiency, guarantee the normal construction.

4.2 Application in civil construction site scheme

In the layout of the civil construction site, the staff can improve the scientificity and rationality of the design and implementation of the scheme by demonstrating the feasibility of the layout scheme. the application of BIM technology can present the layout scheme in three dimensions, and the staff only need to analyze and demonstrate by observing the image, which can ensure the efficiency and quality of the demonstration. In addition, the application of BIM technology can simulate the effect of construction quality and evaluate whether the specific scheme meets the expectation. After the application of BIM technology staff can accurately evaluate the civil construction environment and space, by visually presented the construction can be some lack of reasonable part of the solution in time, through the study focus on the solution and take measures to fundamentally solve the problem, to ensure the effect of the scheme design, improve the quality of the site layout, It not only contributes to the implementation of the next step of construction work, but also can control the cost expenditure and increase economic benefits.

4.3 Application in construction materials and mechanical equipment

In civil engineering project construction site work is crucial for construction materials and machinery and equipment, the application of BIM technology simulation related data information, the staff in understanding the specific situation of the project under the premise of science and professional analysis of construction materials and machinery and equipment, improve utilization of construction materials and equipment, guarantee normal effective use of materials and equipment.

Specific performance in the following aspects: the application of BIM technology to simulate the construction materials and mechanical equipment related content, staff in the layout of tower cranes and other mechanical equipment can improve the utilization rate of equipment, prevent the equipment is not reasonable use of the situation, and can effectively control the construction cost of civil engineering.

In addition, the materials will be applied to a large number of civil engineering construction, due to the construction site is relatively limited space, so you cannot provide adequate storage place for construction materials, which can cause unreasonable stacked save construction materials, application of BIM technology to the construction site scientific planning site, can be made for construction materials piled up to save more simplified, provide suitable for stacking save place.

5. CONCLUSION

To sum up, the application of BIM technology to the civil construction site is extremely critical and important, which can carry out scientific and reasonable layout for the construction site, and help to improve the construction efficiency and construction quality of civil engineering. Therefore, it is necessary to understand the characteristics of BIM technology and clarify the significance of civil construction site layout, including ensuring civilized and orderly construction, guaranteeing normal construction progress and reasonably controlling construction costs. It is also necessary to clarify the application of BIM technology in the planning of civil construction site, the application in the scheme of civil construction site, and the application in the construction materials and mechanical equipment, which helps to optimize the management of civil construction site, improve the management efficiency and quality, and ensure the normal construction progress and construction quality.

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Application of construction project life cycle management based on BIM technology.

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New Thinking on the Construction of Human Resource Management Major in Colleges and Universities Under the Background of Double First-Class

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Abstract: With the arrival of the new era, human resource management in colleges and universities has been paid more and more attention. The demand for professional talents in various fields is increasing, which accelerates the construction of human resource management in colleges and universities. Therefore, scientific professional construction strategies should be formulated to effectively improve the professional level of human resource management. This paper will discuss the strategies for the construction of human resource management major in colleges and universities under the background of double first-class.

Keywords: Double first-class background; Human resources management; Professional construction

1. INTRODUCTION

As an important position of personnel training, the human resource management major in colleges and universities is undertaking an important task. Through the construction of human resource management major, it can break through the limitations of traditional teaching mode, further excavate the value of human resource management major in colleges and universities, so as to enhance the competitiveness of colleges and universities, and transport more professional talents for various fields. In view of the existing problems in the construction of human resource management in colleges and universities, we need to take targeted measures to deal with them, so as to ensure the stable development of human resource management.

2. THE PROBLEMS EXISTING IN THE CONSTRUCTION OF HUMAN RESOURCE MANAGEMENT MAJOR IN COLLEGES AND UNIVERSITIES

At present, the enrollment scale of colleges and universities is expanding day by day, and the major of human resource management has received more attention. In order to cultivate more professional talents, the existing problems of human resource management should be solved in time, so as to effectively improve the teaching level of human resource management. This paper will discuss the following points:

2.1 Backward allocation of human resources

First of all, the human resource management major in colleges and universities has the problem of backward allocation of resources. It does not pay more attention to the human resource management major, which leads to the low allocation rate of human resources. Secondly, many

universities in our country have not yet adapted to current fierce competition environment, and the positioning of talents has not been clear. Although many famous scholars are introduced, the level of teachers in universities and colleges is not high, which cannot provide more learning resources for students majoring in human resource management.

2.2 The performance evaluation mechanism is not perfect Professional human resources management in colleges and universities, the need to establish a perfect performance evaluation mechanism, through the corresponding performance evaluation mechanism to arouse teachers' work enthusiasm, to improve their professional skills, for now, the performance evaluation mechanism is not perfect, a lot of the assessment results is not enough accurate, comprehensive, partial problem, As a result, performance appraisal becomes a formality. In addition, performance appraisal has obvious time limit problem, because the scientific research work cycle in universities is long, and the practical value of teachers cannot be evaluated only by relying on indicators of a short period, which is easy to discourage teachers' work enthusiasm, and then affect the teaching quality of human resource management major [1].

2.3 The incentive mechanism is not perfect

In the college human resource management major, it is necessary to establish incentive mechanism, to integrate the humanistic management concept into it, to ensure that the staff can be motivated to work, so as to promote the development of college personnel training. At present, many colleges and universities not to establish perfect incentive mechanism, there are the following: first is single incentive methods, most of material reward, bonuses, etc., not enough emphasis on teachers' spiritual incentive, this leads to human resources management of colleges and universities of professional teachers is difficult to be incentives, over time, to dispel the enthusiasm of work. Secondly, the incentive mechanism is lack of pertinence. Due to the different career planning and personal pursuit of teachers, it is necessary to consider the actual situation of teachers to stimulate the effect of teachers, and then use targeted incentive strategies to meet their material and spiritual needs. However, many universities do not consider this problem, ignoring the level and career stage of teachers, resulting in the lack of targeted incentive mechanism. Thirdly, the current incentive mechanism of colleges and universities is not

continuous, which will also affect the final incentive effect [2].

3. INNOVATIVE STRATEGIES FOR THE CONSTRUCTION OF HUMAN RESOURCE MANAGEMENT MAJOR IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF DOUBLE FIRST-CLASS

Along with the development of the double class background, increasing the scale of enrollment in colleges and universities, the prompt construction tasks faster, majoring in human resource management to realize the human resources management innovation, to strengthen the construction of human resources management professional, so as to deepen the reform of the university human resources management professional, to provide more security. In this regard, this paper will put forward the following innovative strategies.

3.1 Clear the positioning of human resource management major

Double class background more rigorous challenge of human resource management, in order to meet the demand of the construction of human resource management, positioning, human resource management should be made as to carry out the foundation of human resources management, human resource strategy so as to ensure the target more scientific, reasonable, and play the human resources management professional competitive advantage. And colleges and universities need to establish a perfect system to guarantee, to ensure that human resource management can get other departments together, such as logistics department, teaching department, in order to carry out teaching, scientific research and other work, to speed up the construction of "double top" speed, finally realizes the human resources management professional teaching level of [3].

3.2 Strengthening talent introduction

At present, the construction of human resource management major in colleges and universities is facing severe challenges. In order to promote the process of "double first-class" construction, it is necessary to further strengthen the introduction of talents and ensure that the allocation of human resources can be optimized, so as to develop more high-quality human resources. First of all, we should introduce more talents with high education, pay attention to the employment experience of talents, and constantly adjust the personnel structure, so as to provide more teachers for students majoring in resource management. Secondly, colleges and universities should further broaden the horizon of internationalization and formulate talent training programs according to the development of colleges and universities, which requires the establishment of a perfect talent introduction and management mechanism to ensure that talents have the enthusiasm to work, so as to promote the stable development of colleges and universities.

3.3 Optimizing the salary management system

In view of the existing problems of human resources management in colleges and universities, we should pay

attention to the use of incentive mechanism, and optimize the salary management system to achieve this effect, so as to ensure that the incentive function can be played. In this regard, colleges and universities can combine the professional development needs of teachers, according to the different levels of teachers and career development stage to formulate incentive plans, constantly improve the pertinence of incentive means, so as to promote teachers to get reasonable welfare benefits, so as to stimulate the enthusiasm of work. In addition, colleges and universities need to broaden the scope of compensation management, strengthen the outstanding university human resources management professional experience of learning, and then optimize the environment of the original teaching, guaranteed to carry out scientific and reasonable teaching activity, but also can satisfy the need of the development of teachers, and allow them to create more self value, thus promote the steady development of education in colleges and universities career [4].

4. CONCLUSION

The construction of "Double first-class" is of great significance and has a positive impact on the development of higher education. At present, there are still many problems in the human resource management major in colleges and universities, which affect the professional development and make it difficult to cultivate more excellent professionals. There are many reasons for this phenomenon, such as the lack of a perfect incentive system, personnel training system, etc., which leads to teachers' low enthusiasm for work and difficulty in giving play to more teaching value. In this regard, we should take effective countermeasures in time, strengthen the construction of human resource management specialty in colleges and universities, and constantly improve the overall level of human resource management in colleges and universities, so as to cultivate high-quality talents, and then meet the needs of all fields of society, and finally promote the stable development of colleges and universities.

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Reflections On the Management of Students' Apartments in Higher Vocational Colleges Under the New Situation

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Abstract: Student apartment is an important place for students to live and study. It plays an important role in students' growth and success. At the same time, the management of student apartment can also reflect the school running characteristics and management level of the school. In today's situation, the problems existing in students' public nest restrict the development of the school. Therefore, higher vocational colleges should take targeted measures to improve the management level of student apartments.

Keywords: Higher vocational colleges; Student apartment management

1. INTRODUCTION

"Several opinions of the Ministry of education on strengthening the safety management of student apartments in Colleges and universities" pointed out: "student apartments are an important position for students' daily life and learning, and an important position for extracurricular ideological and political work and quality education for students." Student apartments have become an important platform for the dissemination of College Students' group and personal information, and have a subtle impact on students' Ideological and moral character, values, ability and quality, knowledge accumulation and moral cultivation.

2. CURRENT SITUATION OF STUDENT APARTMENT MANAGEMENT IN HIGHER VOCATIONAL COLLEGES UNDER THE CURRENT SITUATION

Students come from different regions and have different living habits. Some of them come from ordinary high schools, some from vocational high schools and technical secondary schools. They finally choose higher vocational colleges because of their poor learning foundation and weak interest. This situation leads to the difficulty of student apartment management.

2.1 In recent years, higher vocational colleges have developed rapidly, but the management of student apartments lags behind. the managers of student apartments are regarded as "firefighters", "senior nannies" and "handyman".

2.2 From daily work to student activities, from awards, assistance, loans, difficulties and subsidies to ideological education, from human education to graduation management, from safety work to employment, all departments involving students finally fall on student management, resulting in the superficialization of

apartment management, and apartment managers tend to routine work and are tired of coping.

2.3 The number of apartment managers is insufficient, the team is unstable, people are uneasy and other problems. In addition, apartment management involves security, goods maintenance and other work, and many departments have different opinions.

2.4 The capital investment is limited, the apartment has no access control and other management systems, and the monitoring installation can not achieve comprehensive coverage, resulting in foreign personnel mixing into the apartment, and the late return and non return personnel can not be verified in time.

2.5 The rules and regulations of the college are not perfect, and the problems in apartment management cannot be handled in time. At the same time, the rules and regulations of the college are mostly prohibitive provisions, which emphasize students' obedience and implementation, lack the recognition of students, and can not guide students well.

3. PROBLEMS IN THE MANAGEMENT OF STUDENT APARTMENTS IN HIGHER VOCATIONAL COLLEGES UNDER THE NEW SITUATION

3.1 Insufficient understanding of the importance of student apartment management

Under the new situation, many higher vocational colleges still use the traditional management mode for the management of student apartments. Without actively exploring the new management mode of student apartments, the management of student apartments can not keep pace with the times.

3.2 The responsibilities of each department of student apartment management are not clear.

Under the new situation, more and more departments participate in the management of student apartments. In addition to the departments, they also involve the student work office, general affairs office, security office, finance office, etc. many times, the phenomenon of "wrangling" occurs due to the unclear responsibilities of various departments, which seriously hinders the improvement of student apartment management and service level.

3.3 The hardware of student apartment management is backward

The construction of hardware facilities of student apartments is not synchronized with the development of higher vocational colleges, so that the management of student apartments can only be strictly guarded, and the degree of automation and intelligence needs to be

improved. In recent years, with the development of science and technology and the improvement of people's living standards, students use all kinds of electrical appliances in student apartments more and more frequently, but students' own safety awareness and self-management ability are poor, which makes the management of student apartments more and more difficult. For example, the use of high-power prohibited electrical appliances in the apartment, the loss of valuables in the apartment, lawless elements entering the apartment for marketing, littering of leftovers, accumulation of dirty clothes everywhere, garbage everywhere, etc., which have seriously affected the physical and mental health of students.

3.4 There are defects in the software of student apartment management

Some scholars pointed out that if we do not carry out ideological and political education in apartment management, we can not grasp the behavior dynamics of students as a whole, which will affect the management of student apartments. There are many obligatory and mandatory things in student apartment management, while there are relatively few rights and humanized things. the school simply requires students to obey according to school rules and disciplines, and the student union is dissatisfied with the rules and regulations of the school.

3.5 The overall service level of student apartment managers is not high

The administrators of student apartments are too old and have a low education level. the political and ideological quality and management service level of the management team are not high. When students violate rules and disciplines, they can not carry out persuasion and education well, and even stimulate the contradiction between students and managers.

3.6 The student apartment management system is not perfect

A series of management regulations have been specified in the management of students' apartments, but these systems are not perfect, lack of humanization and operability, and lack of effective supervision on the cultivation of students' good behavior and habits in the apartment, forming a situation that the system is a mere formality.

4. COUNTERMEASURES OF STUDENT APARTMENT MANAGEMENT IN HIGHER VOCATIONAL COLLEGES UNDER THE NEW SITUATION

4.1 Improve the rules and regulations in the management of student apartments

"No rules, no radius". the establishment of rules and regulations makes the apartment managers have rules to follow. They will use rules and regulations to restrict students and themselves at the same time. Let students consciously establish the concept of laws and regulations, clarify what to do and what not to do, and enhance their self-control, which is conducive to the management of student apartments.

4.2 Establish student apartment management center

In the current student apartment management, security management is the top priority of student apartment management, and the corresponding department is the security department; the corresponding department of student management is the overall management of the apartment department, which is implemented by each department; the management of student apartment facilities corresponds to the general affairs office. After the establishment of the student apartment management center, relevant posts can be set up and uniformly arranged and managed by relevant departments. Relevant work can be completed by the management center.

4.3 Improve hardware facilities and create a warm home

Solar energy is installed in student apartments to facilitate everyone's life. the apartment building is equipped with guard room, reception room and student activity room; Water and electricity maintenance, report and repair at the same time; the public area of the apartment is equipped with full-time cleaners who are responsible for cleaning the public area; the room is clean every day, which is regularly checked by the apartment management center and linked to the quantitative results of students to form an effective supervision and incentive mechanism.

4.4 Strengthen safety management and create a harmonious apartment

Several opinions of the Ministry of education on strengthening the safety management of student apartments in Colleges and universities emphasize that the safety management of student apartments is related to the personal safety and property safety of students. the safety situation of student apartments is related to the normal teaching and living order of colleges and universities, the stability of colleges and society, and the reform and development of higher education in China. Relevant departments of the school should regularly inspect fire extinguishers, fire hydrants, emergency lights, emergency exit indicators and other facilities to further improve the monitoring facilities. A large monitoring screen is installed in the hall on the first floor to make everything clear at a glance. At the same time, it also has a deterrent effect on outsiders entering the apartment. Students' apartments are equipped with monitoring equipment, but many students do not know that the monitoring TV in the apartment has been broken for more than a year and has not been repaired so far.

Strengthen safety education and hold lectures on safety knowledge frequently to let every student know about fire prevention, anti-theft, fraud prevention and other safety knowledge: regularly carry out emergency evacuation drills, report relevant safety accidents in public areas, and sound the alarm to students; regularly carry out safety knowledge and skill training for apartment managers to improve their safety awareness and ability to deal with emergencies, Form a good atmosphere for safety education.

4.5 Form characteristic cultural concept

As an important part of campus culture, apartment culture is the continuation and deepening of campus culture. Apartment culture should be combined with students' daily behavior, form its own characteristics, and strive to

realize "cultural governance" on the basis of "legal system". In their work, apartment managers should embody education oriented, promote the construction of apartment culture with high-grade personality, good teacher ethics and professionalism, and strive to achieve management education, service education, environment education and cultural education.

5. CONCLUSION

The management of students' apartments in higher vocational colleges is an important part of students' work, logistics work and safety work in higher vocational colleges, which involves students' growth, talent and the safety and stability of the school. the management mode of student apartments in higher vocational colleges is a process of continuous exploration, continuous progress and continuous development. As the manager of student apartments, we must keep up with the pace of the times, grasp the characteristics of the times, keep pace with the

times, adapt to new changes, put forward new measures, change passive initiative, and strive to achieve education in place, standardized management and excellent service.

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Research On Aesthetic Education of College Students in the New Era Under the Collaborative Education Mechanism

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Abstract: School aesthetic education is the work of cultivating the soul of man. It is of great significance to improve students' aesthetic and humanistic qualities and to form positive and healthy personalities for students. Therefore, strengthening the aesthetic education is an important task of college education at present and in the future. The aesthetic education of college students is mainly based on school education, and at the same time, it needs the active cooperation of family and society to jointly improve the effectiveness of aesthetic education.

Keywords: College students' aesthetic education; Collaborative education mechanism; Family; School and society

1. INTRODUCTION

Aesthetic education in colleges and universities is an indispensable and important part of the project of cultivating morality and cultivating people. Under the new situation, the aesthetic education in colleges and universities should comply with the requirements of the new era, keep pace with the times, and study the effective path to improve the aesthetic education of college students through the collaborative education mode of colleges, families and society, so as to improve the aesthetic and humanistic quality of college students, and build a comprehensive education system of moral, intellectual, physical, aesthetic and labor. To achieve the goal of educating people with beauty, beautifying people, we should cultivate socialist builders and successors who can develop morally, intellectually, physically, beautifully, and labor in an all-round way.

2. CONNOTATION OF AESTHETIC EDUCATION

Aesthetic education is not only aesthetic education or aesthetic education, but also sentiment education and spiritual education. It is the inevitable result of the development of human civilization and an important aspect of human self-construction. It can not only improve people's aesthetic quality, but also subtly affect people's emotions, taste, temperament, mind, inspire people's spirit, and warm people's mind [1]. Aesthetic education plays an indispensable role in moral education in colleges and universities. Carrying out aesthetic education is conducive to the improvement of students' aesthetic ability, the formation of correct three outlooks, and the cultivation of high-quality talents useful to society and the country.

3. AN ANALYSIS OF THE CURRENT SITUATION OF AESTHETIC EDUCATION

3.1 The way of family aesthetic education is single and lack of systematic Ness

Family aesthetic education is the foundation of aesthetic education. General Secretary Xi Jinping pointed out that the family is the basic cell of society and the first school of life. No matter how much the times have changed, or how much the pattern of life has changed, we must attach importance to family construction, family education, and family style. But today's family aesthetic education is relatively simple. Many parents equate aesthetic education with art education. Their children have been running between various art training classes such as music, dance, and art since childhood, holding a stack of certificates. However, sending children to learn artistic specialties is not completely equal to aesthetic education. If parents only pay attention to whether their children draw like or not, and whether the fingering rhythm of playing the piano is correct, they neglect to guide children to understand the connotation of works, to feel and appreciate the beauty, this can only cultivate children as "craftsmen", and cannot achieve the purpose of "moistening the heart", it is just superficial formalism.

3.2 Aesthetic education in colleges and universities tends to be theoretical and lacks practicality

For a long time, under the influence of exam-oriented education, the aesthetic education in most colleges and universities tends to impart knowledge, lacks practicality and ignores the goal of educating people. As the country attaches great importance to aesthetic education, although colleges and universities have gradually attracted attention to aesthetic education, they have not yet formed a complete education system. Many colleges and universities unilaterally believe that courses such as literary appreciation, introduction to art, and oil painting appreciation are added to elective courses; or carrying out some traditional Chinese culture lectures and organizing some art activities are the implementation of aesthetic education, ignoring the fact that aesthetic education is also a process of moisturizing things from practice to practice.

3.3 Lack of practical education function of social aesthetic education

Tao Xingzhi, a great people's educator and thinker, once said: "Life is education" and "Society is school". "Life is education" means that life is the center and purpose of education, and education must be connected with life; "Society is school" means that the scope of school education is not in books, but should be extended to nature, society and people's life, and learn from nature, the big society and the masses, so that school education and the transformation of nature and society are closely linked to form a real education. The same is true of aesthetic

education. Aesthetic education must actively integrate into national and regional development strategies to serve economic and social development, guide college students to strengthen their awareness of serving the society, and improve their ability to serve the society. Through actively carrying out targeted assistance, poverty alleviation, community service and other aesthetic education voluntary services and social practice activities, let students discover beauty, experience beauty, create beauty in practice, and ultimately improve the cultivation of beauty.

4. GIVE FULL PLAY TO THE COLLABORATIVE EDUCATION MECHANISM TO IMPROVE THE AESTHETIC EDUCATION OF COLLEGE STUDENTS

At present, the world is undergoing profound changes unseen in a century. General Secretary Xi proposed to base on a new development stage, implement new development concepts, and build a new development pattern. College students' aesthetic education should adapt to the requirements of the new era, strengthen the effectiveness of aesthetic education in colleges and universities, and construct an aesthetic education mechanism in line with the development of the times.

School aesthetic education, family aesthetic education and social aesthetic education are the three pillars of doing a good job in aesthetic education. We must take college education as the main line, take college education, family education and social education as the starting point, give full play to the collaborative education mechanism, and lead students to establish correct aesthetic concepts, cultivate noble moral sentiments, and shape a beautiful mind; guide students to carry forward the spirit of Chinese aesthetic education, and realize the purpose of morality and cultivating people.

4.1 Pay attention to family style and family education, and promote the virtues of upward and good family

Chinese traditional culture attaches great importance to the early education of children, the influence of the social environment on children, moral education, personality cultivation and habit-forming education. the family is the place where children and adolescents receive aesthetic education first and for a long time. Family aesthetic education is not only the forerunner and preparation for school aesthetic education and social aesthetic education, but also the supplement and continuation of school aesthetic education. Therefore, family aesthetic education is the enlightenment of aesthetic education, which opens the door to a better future for children.

Family aesthetic education focuses on family style and family education, and parents' words and deeds exert a subtle influence on children's thought, morality, behavior and aesthetic consciousness. Parents practice, family members care, love, and care for each other, and parents are respectful, friendly, and loving to those around them, and children can easily understand what is the beauty of family affection, human affection, human nature, and personality [2] As the saying goes: without rules, no circle can be formed. Parents have rules, understand the rules, and obey the rules. It is not difficult for children to do this.

By integrating the awareness of rules into family life education, children have been nurtured in all directions since childhood, and they will be a moral bottom line that sometimes affects parents in reverse. Children are nurtured by beauty in an environment full of family affection, friendship, care, support and encouragement, and they feel comfortable. Naturally, they will advocate truth, goodness and beauty and hate fake, evil and ugliness.

4.2 Pay attention to the guidance of aesthetic ideological and political education, and improve students' personality cultivation

Aesthetic education is an important part of ideological and political education and an important path for aesthetic education construction. Aesthetic education should educate students ideologically, so that students can recognize the necessity and importance of aesthetic education, so as to realize that aesthetic education is an essential part of life.

The aesthetic education in colleges and universities can be carried out according to the characteristics of different professional personnel training and the requirements of professional ability and quality, combined with its own advantages and interdisciplinary characteristics, aiming at the actual needs of students' aesthetic education, taking the leading of ideological and political education as the main line, and actively exploring the cultivation of aesthetic and humanistic qualities as the core, focusing on the cultivation of innovative ability, open up the way of extracurricular aesthetic education and educating people, align all kinds of aesthetic education and moral education in the same direction, and carry out various second classroom activities to enrich campus culture, improve the comprehensive effect of aesthetic education, and continuously improve the personality of the students.

4.3 Give full play to the effectiveness of social aesthetic education practice and improve the comprehensive ability of college students in aesthetic education

Social practice is one of the important ways to implement aesthetic education. Aesthetic education should actively integrate into national and social development strategies, and guide college students to strengthen their awareness of serving the society and enhance their ability to serve society. Combining with their own majors, college students can understand the local conditions and customs, appreciate the natural scenery, keep up with the times, and feel the achievements of reform through personal practice in communities, enterprises, and rural areas. It is helpful for college students to establish a correct aesthetic concept, enhance their sense of responsibility and mission to carry forward the excellent Chinese culture, strengthen cultural self-confidence, enhance national pride, and firmly establish socialist core values [3]. At the same time, aesthetic education practice organically combines theoretical knowledge with social reality, fully embodies the social function of aesthetic education, and truly achieves an effective combination of society, schools and students.

4.4 Strengthen the connection and docking between schools and enterprises and institutions

Social practice is a necessary way for college students to receive aesthetic education, it is an inevitable requirement for college students to improve their aesthetic ability, and it is also the only way for college students to improve their comprehensive aesthetic education ability, by participating in social practice, promote college students in practice found beauty, experience beauty, create beauty, to further establish the correct world outlook, the outlook on life and values.

Colleges and universities should strengthen the connection and docking with enterprises and institutions to build a good practice platform for students. Through continuous social practice, students will continuously enhance their sense of social responsibility to serve the country and serve the people, their innovative spirit of courage to explore, and their practical ability to solve problems, so as to promote economic development and social progress.

5. CONCLUSION

Aesthetic education is the basic task to implement the concept of moral education. Colleges and universities should give full play to the collaborative education mechanism, combine their own teaching actual conditions,

maximize the advantages of aesthetic education in quality education, and study and discuss the importance of aesthetic education to promote students' comprehensive cultivation, cultivate students to form good aesthetic cultivation, so as to build a good cultural atmosphere in colleges and universities, to send more outstanding talents with professional cultural knowledge and good behaviors to the country and society, and to improve the quality of talents in colleges and universities in China.

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Research On the Training of University Teachers Based on the Concept of OBE Education

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Abstract: In the past college teaching, basically follow the teacher-centered input principle to carry out teaching work. This teaching method is difficult to promote the teaching effect effectively. So in order to improve the teaching quality of Chinese colleges and universities effectively, we need to find out new teaching methods to innovate teaching ideas. OBE teaching a kind of new teaching mode, the teaching idea requires colleges and universities teaching need to be imported from a teacher teaching into teaching students the output sex, therefore, in order to be able to effectively make the OBE's education idea can be implemented in the university classroom, teachers' comprehensive quality requires corresponding to ascend. If the comprehensive quality of teachers cannot match the OBE, the implementation of the OBE educational concept will be affected to a certain extent. This paper mainly focuses on the training of teachers in universities based on the OBE education concept, hoping to promote the implementation of OBE teaching concept in universities in China.

Keywords: Obe education concept; College teacher training; Interactive teaching

1. INTRODUCTION

In order to cultivate more talents with excellent quality in college teaching, it is necessary to take the "student-centered" educational concept as the educational viewpoint of the school. the innovation of school teaching needs to be combined with the social development mode, and targeted to reform and innovate the teaching mode. In this challenging background of reform, in order to better adapt to the changing social environment, teachers need to continue to learn to improve their comprehensive teaching quality and comprehensive teaching ability. Teachers' progress can effectively promote the implementation of the OBE concept in college classrooms. Compared with the past teaching philosophy, OBE teaching can effectively help schools to make significant progress in the development of students. In advancing the OBE to carry out the university classroom, college teachers of ascension and change alone is not enough, in order to be able to let the OBE teaching concept fully play its role, its should design and develop a series of auxiliary teaching method, by finding the past in the teaching of problem such as defects and deficiencies, response and solve in the design. To promote the implementation of the OBE concept from various aspects can better let the new education concept play a more role in our country's talents education.

2. RESEARCH AND APPLICATION STATUS OF OBE EDUCATION CONCEPT AT HOME AND ABROAD

2.1 The connotation of OBE education concept

The concept of OBE education is an educational concept put forward by a famous foreign educator Spady in the 1990s. It can be seen from his books that the concept of OBE education is a results-based educational concept [1]. In education, the concept of OBE emphasizes that all educational systems should focus all teaching work on students and give full play to students' autonomy in learning, so as to enable students to effectively achieve learning outcomes. Traditional teaching concepts mainly plan teaching work around the input teaching at the student side, and the teaching plan is mainly designed to let students learn according to the steps of the teacher and receive the output knowledge from the teacher side unilaterally. Such unilateral knowledge input is basically inefficient. Students will need to invest a lot of time in learning this way to see the return. Different from the traditional teaching philosophy, the OBE teaching philosophy focuses on the students, in which the learning experience of the students is very important. With the implementation of this teaching idea, the teaching focus of the school will be transformed from teacher-centered to student-centered. In the teaching concept of OBE, most of the teaching work is carried out around students, in order to better improve the teaching quality of colleges and universities through the construction of curriculum design, so as to achieve the purpose of comprehensively improving the level of personnel training in colleges and universities. Simple input teaching will easily make college students lose their interest in learning in the process of learning, and will gradually lose their initiative in learning. In addition, in college, students have a lot of free time except class time. If students are not interested in learning, they will be easily attracted to other things, which will lead to the phenomenon of slack learning. On the contrary, the teaching concept of OBE is a teaching method launched to achieve the expected learning effect. Teachers do not need to take too many ways to instill knowledge to students in class, just need to arouse students' interest in learning in the process of completing the course content. With a certain amount of interest, students can arrange their study and leisure time independently in their spare time, which can guarantee the most basic learning efficiency. the OBE teaching concept is in line with the inspiration, discussion and participation of the teaching mode advocated by the current country,

which is of great value and significance for the cultivation of talents in China. Therefore, we should make proper preparations in the implementation of the OBE teaching concept [2].

2.2 Research status and application prospect of OBE education concept

In the United States, an overhaul of school systems and curricula is under way to help all students achieve important learning outcomes and provide a level of knowledge. In this process, the improvement of students' teaching work can help schools improve the teaching program in the process of teaching, so as to effectively guarantee certain teaching quality. Among the teaching standards issued by British higher education, the learning outcome standards issued by various majors have been used as practical reference for the improvement of British higher education. In terms of education, the EU region also hopes to break down the boundaries between countries and establish a joint European higher education system. Under this system, European countries can better share teaching data in education, which has a very beneficial effect on the design and implementation of teaching methods. In 1999, Biggs, a famous psychologist, put forward the theory of constructive teaching cooperation, advocating that the focus of learning and teaching should be shifted from teachers to students, and a teaching pattern should be established in which students discuss and teachers assist in reference. This view is highly similar to the "learning by doing" proposed by American scholar John Dewey. In the process of subsequent development, Hong Kong has established the OBE model of establishing expected learning outcomes, curriculum design in conjunction with learning outcomes, evaluation of learning outcomes and curriculum improvement. This system is proposed to effectively help college students play their main role in learning and life. It can be clearly found that under the social background of the changeable international situation, the teaching concept of OBE has begun to have a high degree of fit with the society. With the development of time, more and more countries begin to accept the basic teaching concept of OBE. Many countries also believe that the OBE teaching concept can play a more effective role in promoting talent training, so they begin to invest a lot of money and energy in the reconstruction of the teaching system [3].

Under the prevailing social background of OBE teaching concept in the world, colleges and universities in our country have made corresponding discussion on whether to adopt OBE teaching concept. Many educational scholars have carried out many detailed analyses on how to implement OBE and how to carry out student discussion on OBE. OBE's first implementation of the education concept in domestic is the shantou university, in the south of China during the period of learning in practice OBE's education idea, follows the output design classroom design principle of guidance, in accordance with the school teachers and students teaching and learning habits designed a set of practical, comfortable sex, the sustainable development of OBE improved teaching mode. the introduction and internalization adjustment of

the OBE education concept have effectively promoted the learning enthusiasm of students and teachers to a certain extent. After a long-term practice process, students have also been significantly improved in general ability and teaching reform. In general, the domestic implementation of OBE teaching concept has effectively helped improve the quality of students' study and life in colleges and universities, and has a good role in promoting talent training. In spite of this, the teaching concept of OBE has not been promoted and implemented nationwide in the first time. the main reason that restricts the large-scale implementation of OBE in domestic colleges and universities is that it is difficult to improve the comprehensive quality of college teachers in a short period of time, so it is difficult to carry out interactive teaching between teachers and students. In order to promote the OBE teaching concept in colleges and universities, the focus must first be shifted to teachers, so how to cultivate and improve the teaching ability of teachers has naturally become a hot topic in college education.

3. THE ANALYSIS OF THE PROBLEMS EXISTING IN THE TRAINING OF COLLEGE TEACHERS BASED ON THE CONCEPT OF OBE EDUCATION

3.1 The teaching design of college teachers is relatively solidified

OBE in domestic education concept, to cultivate the students' professional should with certain forward-looking vision to analyze the problem, in the promotion of the class teaching mode need comprehensive consideration to the variety of different talents and quantity demand, domestic in the OBE's promotion to stand in the problem analysis on traditional teaching concept, Combined with the requirements of multi-disciplines to develop a suitable domestic colleges and universities student training program. While carrying out teaching work, OBE aims to train and improve students' professional learning ability and high-level general ability. However, in the current teaching environment, it is difficult to effectively implement and promote the teaching concept of OBE. At present, the teaching in colleges and universities is relatively fixed in teaching location, teaching mode, teaching style and teaching time. This fixed teaching type has greatly restricted the promotion of OBE teaching mode. First carries on the analysis from the teaching content, teaching model of domestic mostly will still content of classroom teaching as the focus of the study in university, this makes the teacher in the classroom knowledge about the process and easy to expand the teaching according to the textbooks, PPT and other forms, so that the students' study will be restricted in the classroom, it is difficult to help students to divergent thinking of the problem. Single teaching methods and monotonous teaching evaluation make it difficult for most colleges and universities to effectively find problems and make timely improvements in classroom teaching. This curing teaching mode not only affects the improvement of teaching quality, but also plays a negative role in the cultivation of students' knowledge and technology, which

is not conducive to the subsequent education in our country [4].

3.2 The interactive teaching ability of college teachers is weak

As a new type of classroom teaching in colleges and universities, interactive teaching model has been gradually recognized by various colleges and universities, and has made significant achievements in the development of multi-disciplinary and multi-field. Interactive teaching can promote the learning interest of students and teachers to a certain extent by creating a teaching community and actively introducing flexible teaching methods, so that students can achieve the integration of knowledge and practice in the process of interactive teaching, and effectively guarantee the harvest of students in learning [5]. In general, the interactive teaching mode has an extremely obvious promoting effect on the learning of college students. However, from the perspective of the current school teaching situation, it is difficult to carry out interactive teaching in colleges and universities, and the same OBE teaching concept is also difficult to be effectively implemented in colleges and universities. Combined with the actual situation can understand, influence the class teaching mode the biggest obstacle in schools or down on the teachers, the college teachers have a mostly just work in the education of young teachers, the teachers all have a good result on degree, most successfully completed the professional doctorate, and have a certain level of academic ability and scientific research ability. These young teachers because of the lack of certain teaching experience in teaching, has not received the psychology, pedagogy and teaching method and so on the many kinds of teaching training system, this makes the young teachers often exist certain defects in the teaching abilities, on the classroom can obviously develop its and the interaction between students is less, it is hard to learn with the students and the teaching links. the problem of weak teacher interaction ability is not only reflected in young teachers, but also in many experienced old teachers. Due to the long teaching time, the old teachers are richer in experience and seniority than the young teachers, so the old teachers can still do well in grasping the pace of classroom teaching. However, due to the large age gap between old teachers and students, there are fewer common topics between teachers and students, which makes the communication between teachers and students will not have a foothold, and will naturally affect the classroom teaching interaction. Interactive teaching is the key factor in OBE's teaching mode, the teaching focus from teachers to students, the communication between teacher and students in teaching the importance of the work is relatively improved, frequent communication between teachers and students can help teachers master student learning condition effectively, and can according to the actual situation of students to adjust teaching methods [6].

3.3 College teachers lack practical experience

The teaching concept of OBE mainly emphasizes the cultivation of students' knowledge, ability and technology. This kind of open education can improve students' basic

learning ability in their spare time to a greater extent and help students better enrich their college life. In terms of teaching methods, the teaching concept of OBE is mainly reflected in the cultivation of project design, experiment and practice ability. the popular expression is to help students improve high-level general ability and professional knowledge transformation ability. In order to achieve teaching objectives, teachers need to have a certain understanding of OBE at first. According to their own understanding of the OBE teaching model, they can make specific teaching plans for the subsequent development of the course to assist teaching [7]. However, since college teachers don't have many opportunities to practice and investigate the society before they start teaching in schools, there may be many unknown hidden dangers when teachers conduct teaching research.

How teachers guide students in campus life and how to help students complete the final learning outcomes of undergraduate majors is an important point in the teaching reform of OBE. In general, most of the teachers in today's colleges and universities have different degrees of lack of experience in social and corporate experience. Teachers will work behind closed doors when making teaching plans, and it is easy to convey wrong educational ideas to students. If the classroom is not well connected with the society, students will still be unable to adapt to social work in time after they enter the society after mastering knowledge. Such unrealistic teaching will make students feel confused in the learning process, and they will gradually lose confidence in the teachers' classroom content, so they will not focus too much on the classroom [8].

4. THE TRAINING PATH OF COLLEGE TEACHERS BASED ON THE CONCEPT OF OBE EDUCATION

4.1 The whole school shall form a systematic cooperation linkage mechanism

In order to carry out the teaching concept of OBE in domestic colleges and universities, it is necessary to thoroughly connect the three aspects related to learning, so that OBE can play a better role in teaching activities. Under the concept of OBE teaching, it is necessary to reform at three levels, including school, major and curriculum, through interactive teaching. Under the relevant coordination of schools and relevant departments, a special teaching group of OBE teaching should be established to vigorously promote the teaching concept of "results-based" in all links of colleges and universities. To better promote the linkage of the up and down in the school to form systematic coordination mechanism, first in terms of the school should formulate corresponding rules to help between teachers and students in teaching reform and innovation, schools should be systematic education of teachers, for teachers to strengthen cultural group for students to understand, this will exist between teachers and students can communicate, the communication between teachers and students will also become more and more frequent, which will promote and help to promote students' learning outcomes. However, strengthening education on the part of teachers alone

cannot effectively solve the problems existing in teacher-student communication. School authorities should also carry out publicity and education for students, so that students can try to know more about the things that teachers' age groups are interested in. In this way, a mutually inclusive teacher-student relationship can be formed between the two sides, which is very beneficial to students' campus study. Secondly, in terms of majors, the college should plan and develop a more adaptable curriculum based on the OBE teaching concept. However, in the course arrangement, the college can learn from the employment situation of graduates in previous years, and can even learn the real situation of the industry by asking outstanding graduates in the same major directly. With the help of policy information and inquiry information, the school allocates teaching hours according to the importance of the subject. In this way, the teaching courses of colleges and universities can better help students to go to society and adapt to society, so as to effectively avoid the occurrence of confusion in the process of learning. Finally, it is necessary to consider the curriculum. Under the support of the OBE teaching concept, the teaching content of the course should also be adjusted to a corresponding extent. In terms of curriculum, it is possible to compress some of the low-quality courses and devote more teaching time to those courses where students can actually learn something. Schools can also make feedback questionnaires to better collect students' opinions. In this way, the course content can be better transformed from traditional to open, so as to fully realize the modern teaching model of OBE [9].

4.2 Create an open teaching environment based on the integration of "knowledge - ability - quality"

In the OBE teaching model, the openness of teaching location is advocated, which means that the teaching location is not confined to the classroom like in the past, and many public Spaces can be used as learning environment for students to choose. Through the opening of teaching location, the extension and diffusion of efficient classroom can be better achieved. At the same time, the open classroom model can also effectively promote students' learning interaction, through practice to test the knowledge, can better let students have a new understanding of the knowledge content. To create an integrated visiting teaching link of "knowledge, ability and quality", it is necessary to perfect and construct a diversified classroom model integrating scientific research and teaching, innovation and entrepreneurship, and practice and scientific research according to the curriculum characteristics of professional teaching [10]. In daily classroom teaching, teachers need to pay attention to the two-way communication between students and explore the key issues of the subject. This teaching mode can effectively deepen students' understanding of what they have learned and also provide some help for students in knowledge extension. In the integration of open teaching model, students need to undertake the corresponding practical learning, learning in practice middle school students can choose to focus on the experience and validation on two kinds of ways, such as

under the conditions of the teaching platform extension, schools can provide students with appropriate practice platform, so that students can constantly accumulated practical experience in the process of learning, Then can exercise the students' ability and innovation ability. Under the teaching concept of OBE, schools should consciously guide students, combine innovation and entrepreneurship, and help students effectively transform scientific research projects into professional achievements, so as to improve students' professional practical ability and core scientific research technology level in their study and life [11].

4.3 Improve teachers' interactive teaching ability and practical ability

As mentioned above, at present, college teachers generally have defects in interactive teaching. the analysis of this phenomenon can lead to the following reasons: First of all, the past teaching mode is a unilateral knowledge output, more teachers in their spare time is simply the class need to explain the content of the well test, and seldom interact with students in the process of lecture, this makes the explanation and learning gradually became the things without contact, for a long time on nature of teachers and students are reluctant to have communication. In addition, some teachers pay too much attention to the identity of teachers in their teaching work, and are unwilling to communicate with students in a more direct way. Teachers are closed, and students are naturally unwilling to react. Most teachers are influenced by traditional education methods and are not willing to compromise on teaching methods easily, which leads to the current situation that the OBE teaching concept is difficult to implement in colleges and universities. In order to help OBE get rid of this embarrassing situation, improving teachers' interactive teaching ability has become the top priority in promoting OBE teaching concepts [12]. Schools should let teachers know that the educational concept of OBE is in line with the law of development of the Times. Under this student-centered education model, students can effectively improve their professional quality and learn more industrial knowledge in the society through practice. the importance of teachers in this link is not reduced, but the focus of teaching is more on guidance and organization. In this process, students and teachers realize the basic role exchange, and teachers can better establish a learning platform with students to talk and communicate, so as to better promote the progress of teaching work.

5. CONCLUSION

In a word, the educational concept of OBE is the product of the Times. It can effectively help universities realize innovation and reform in education, and enable students to learn in a more relaxed and enjoyable way. In this teaching concept, teachers need to selectively abandon the traditional teaching methods in the past, but this does not mean to deny the ineffectiveness of traditional teaching methods in teaching. the implementation of OBE education concept is just to provide a more efficient and stable learning mode for students in the current era. Teachers should take the initiative to accept new educational concepts, and deepen their understanding in interactive teaching and practical teaching, so as to better

guide students in teaching. Teachers can also develop interactive teaching guides based on the OBE teaching concepts developed by the Center for Educational Development to design students' practice and classroom learning. Or by setting up workshops and training courses to help students participate in professional practice more effectively. the school can regularly arrange teachers of various disciplines to carry out the exchange of teaching programs. Only by absorbing strengths and strengthening weaknesses in the exchange process can the school play a more valuable role in promoting students' study and life in the subsequent teaching work.

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Research On Collaborative Education Mechanism of Universities and Enterprises Based on Collaborative Innovation

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Abstract: In the operation process of modern education industry, college teaching plays an extremely important role in which to a large extent affects the improvement of students' growth and development level; As a base for social talent training, in order to ensure that students can quickly enter enterprises and play their own value role after graduation, in the daily teaching process, college leaders need to actively adopt the school-enterprise collaborative education mechanism, cooperate with social enterprise units, cooperatively innovate teaching concepts, contents and programs, and also establish practice bases inside and outside the school. In addition to improving students' basic knowledge level, we should cultivate and improve their own practical ability and innovation ability, so as to cultivate the first practical employment talents and lay a solid foundation for the healthy development of college teaching level and quality.

Keywords: Collaborative innovation; Colleges and universities; School-enterprise collaborative education mechanism

1. SPECIFIC OVERVIEW OF SCHOOL-ENTERPRISE COLLABORATIVE EDUCATION MECHANISM

1.1 Concepts

Generally speaking, the so-called school-enterprise collaborative education mainly refers to the coordination and cooperation between colleges and social enterprises to adjust teaching programs, so as to cultivate more professional talents and meet the needs of social construction, operation and development. In practical work, colleges and universities undertake the tasks of teaching and cultivating cultural knowledge, while enterprises provide practical training and internship opportunities for students. Improve students' professional quality, practical ability and innovation awareness, so that college students can quickly adapt to the requirements of the job and environment and give play to their professional quality after entering enterprises, so as to achieve a win-win situation for both colleges and enterprises [1].

1.2 Necessity

In daily operation, colleges and universities are mainly responsible for cultivating a large number of professional talents for the society and the country. Although they can provide students with a large amount of theoretical knowledge education, there are still certain defects and deficiencies in professional skills training and practical

training. After graduation and entering the workplace, they cannot adapt to the job demands and meet the requirements of enterprises. Have a negative impact on their work and life; Therefore, in the teaching process of colleges and universities, relevant teachers and college leaders need to change the traditional concept, actively refer to the collaborative education mechanism, and cooperate with social enterprises to carry out professional talent training. Colleges and universities can give full play to their roles in teaching and scientific research, cultivate professional talents needed by enterprises, and develop corresponding products. Or arrange some technical personnel to practice training students, in the maximum extent to improve the level of growth and development of students.

2. CURRENT SITUATION AND PROBLEMS OF UNIVERSITY-ENTERPRISE COOPERATIVE EDUCATION MECHANISM IN COLLEGES AND UNIVERSITIES

2.1 Conflicts of interest exist between universities and enterprises

As we all know, the basic task of schools is to teach and educate people. Schools and education departments have invested a lot of funds and resources to introduce professional talents, all for the purpose of constantly improving students' basic theoretical knowledge and professional skills. While the operation of enterprises aims to improve their own profits. When the university-enterprise collaborative education mechanism is adopted in college teaching, relevant teachers and school leaders mainly take the improvement of teaching level as the premise, believing that students' participation in practice and internship activities is only to improve their own professional quality and provide convenience for further learning and development. Ignoring the impact of students' practice on corporate earnings; However, in order to meet the needs of students in practice, enterprises reduce the profits in a certain period of time, and the teachers and leaders of relevant universities and colleges do not pay attention to it. As a result, enterprises' enthusiasm for cooperation decreases over time, which hinders the progress and development of the collaborative education mechanism in the later period.

2.2 College teaching majors do not meet the production needs of enterprises

At the same time, when some colleges and universities set up teaching courses, other enterprises have certain differences in production demand. As a result, enterprises

do not refer to students' professionalism when arranging jobs, which leads to students' professional ability not being trained and strengthened and improved. Instead, they only finish a period of internship activities, which cannot help students improve themselves, thus consuming a lot of teaching time. There is a big gap between it and the goal of university-enterprise collaborative education, and it will even have a negative impact on university teaching and enterprise production and operation [2].

2.3 Lack of school-enterprise cooperation mode

In addition, in the application process of the university-enterprise collaborative education mechanism, there will be problems such as monotonous cooperation mode. This is mainly because the concept has been applied in China for a short time, and a considerable number of teachers and college leaders are deeply influenced by traditional educational concepts. Although they adopt the school-enterprise cooperation mode in accordance with the policy requirements of the education department, Most of them organize students to work as interns in enterprises for a period of time, which cannot give full play to the advantages of universities and enterprises. Moreover, some enterprises pay students a low salary, which greatly weakens students' enthusiasm for internship, and even produces resistance and boredom, which has a great impact on daily production and life.

3. INNOVATIVE MEASURES TO STRENGTHEN THE MECHANISM OF COLLABORATIVE EDUCATION BETWEEN UNIVERSITIES AND ENTERPRISES

3.1 We will strengthen the leading role of the government At present, in order to strengthen the application and innovative development of university-enterprise collaborative education mechanism, relevant teachers need to cooperate with university leaders, strengthen communication with local government departments and other aspects, and obtain sufficient support. According to the policy requirements, government staff should select the right enterprise units based on the model and characteristics of professional teaching in colleges and universities, and build a bridge of communication and cooperation between colleges and enterprises, so as to promote mutual understanding between them. After reaching cooperation, scientific and reasonable teaching and training programs should be formulated. On the other hand, the government departments also need to issue a series of new policies to reduce and reduce certain tax burdens for enterprises that implement school-enterprise cooperation, so as to stimulate the enthusiasm of enterprises to participate in this work.

3.2 Strengthen the establishment of mixed teaching and training bases

Under normal circumstances, in the process of school-enterprise collaborative education, enterprises need to invest sufficient funds and resources to establish professional laboratories and training bases on campus, so as to prompt students to timely transform theoretical knowledge into practical skills through experiments and practical operations on campus, so as to provide sufficient

convenience for later internship in enterprises and work after graduation.

3.3 Strengthen the innovation of personnel training programs

In addition to the above measures, in order to enhance the innovation level of university-enterprise collaborative education mechanism in colleges and universities, relevant teachers also need to work out more scientific and reasonable talent training programs and improve the daily teaching efficiency by combining with technical personnel arranged by enterprises according to the needs of curriculum teaching, the production and operation mode and characteristics of enterprises and the needs of students' study and life. Arouse students' enthusiasm and initiative in learning, cultivate more professional talents, and further promote the improvement of the in-depth development level of school-enterprise integration [3].

4. CONCLUSION

To sum up, in the daily teaching process of colleges and universities, only carrying out theoretical knowledge teaching is far from enough, and it will have a negative impact on the comprehensive development of students' professional skills and comprehensive literacy. In order to change this situation, in the later teaching process, relevant teachers should cooperate with university leaders, actively change the traditional education concepts and models, strengthen the coordination and cooperation with social enterprises under the influence of education reform policies and collaborative innovation concepts, adopt collaborative education mechanism, and develop new teaching and training concepts, teaching resources and models for students. Students should be trained in theoretical knowledge, professional skills, practical ability and innovative consciousness, so as to cultivate professional talents more in line with the needs of the society, so as to promote the further development of modern college teaching and education industry as a whole.

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Problems And Strategies Of "Curriculum Ideological and Political" Construction in Applied Colleges and Universities from the Perspective of Production-Education Integration

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Abstract: With the development of the integration of production and education, application-oriented colleges and universities should pay attention to the construction of "curriculum ideology and politics", and effectively implement the education concept of moral cultivation, so as to give play to the effective education effect. Therefore, it is necessary to further optimize the teaching design and solve the problems existing in the construction process of "curriculum ideology and politics", so as to give play to the educational value of "curriculum ideology and politics". This paper will discuss the construction of "curriculum ideology and politics" in application-oriented colleges and universities from the perspective of the integration of production and education, and put forward specific countermeasures.

Keywords: The integration of production and education; Applied colleges and universities; Curriculum ideology and politics; Construction problems

1. INTRODUCTION

In the new era, application-oriented colleges and universities need to innovate the teaching mode, pay attention to the investment in talent training, expand the teaching scope of industrial integration, and constantly improve the quality of scientific research, service and teaching, so as to build a professional teaching platform, so as to cultivate well-developed technical talents. the major integrating industry and education should dig deeply into the ideological and political elements of the course, pay attention to strengthening the ideological and political moral quality of students, and encourage students to master professional skills while having professional ethics, so as to bring positive influence to the future development.

2. PROBLEMS IN THE CONSTRUCTION OF "CURRICULUM IDEOLOGY AND POLITICS" IN APPLICATION-ORIENTED COLLEGES AND UNIVERSITIES

From the perspective of the integration of industry and education, it is necessary to pay attention to the construction of "curriculum ideology and politics", and pay attention to the cultivation of students' ideological and moral concepts, so as to promote their all-round development, so as to reach the talent training standards in the new era. But at present, there are still many problems in the construction of "curriculum ideology and politics", which needs to be effectively analyzed, and then

combined with the actual teaching situation to formulate teaching strategies.

2.1 Not paying enough attention to "curriculum Ideology and Politics"

At the present stage, some application-oriented colleges and universities do not pay enough attention to "ideological and political thinking in curriculum", and do not establish scientific objectives and implementation plans when building "ideological and political thinking in curriculum", which affects the subsequent teaching work and is not conducive to the implementation of ideological and political work in curriculum. In the perspective of the integration of production and education, the implementation of ideological and political thinking in the curriculum is of great significance. If we cannot strengthen the emphasis on ideological and political thinking in the curriculum, the teaching effect will not be obvious, and it is difficult to play an effective role in classroom teaching. At present, the construction speed of ideological and political education in the curriculum is generally slow in application-oriented colleges and universities. In order to promote the construction of ideological and political education in the curriculum, it is necessary to take the ideological and political education in the curriculum as the entry point and formulate talent training programs based on the actual teaching needs, so as to play an effective role in educating people [1].

2.2 Low implementation ability

Although the construction requirements of "ideological and political education in curriculum" have been put forward for application-oriented colleges and universities, the actual situation shows that the implementation ability of application-oriented colleges and universities is not high. the main reason is that professional teachers do not fully understand the concept of ideological and political education in curriculum and think that ideological and political education does not belong to the category of professional teaching, which leads to the teaching effect is not obvious. Many professional teachers lack communication with ideological and political teachers, and it is difficult to grasp the ideological dynamics of students. In addition, some professional teachers' ideological and political understanding is not in place, which further affects the mining of ideological and political elements.

2.3 Students lack enterprising spirit

With the arrival of the new era, the construction scale of application-oriented colleges and universities is getting larger and larger, and training college students has become the most important task at present. As the "post-90s" and "post-00s" with the development of information technology, they have the characteristics of distinct personality and broad vision, but at the same time there are some shortcomings, that is, the lack of enterprising spirit, easy to have a perverted, negative attitude to learning, some students even absent without reason, truancy, difficult to firm their own beliefs, which brings adverse effects on the implementation of curriculum ideological and political. In the perspective of the integration of industry and education, application-oriented colleges and universities need to attach importance to this point, strengthen the guidance of students' ideas, and encourage students to have a positive and enterprising spirit, so as to become the backbone force to shoulder the great task of national rejuvenation [2].

3. COPING STRATEGIES

In view of the current ideological and political problems in the curriculum of application-oriented colleges and universities, it is necessary to formulate countermeasures based on the background of the integration of industry and education, improve the shortcomings of the past teaching, ensure that application-oriented colleges and universities can implement the educational concept of moral education, constantly improve the ideological and moral quality of college students, and promote students to develop in the right direction. To this end, this paper will put forward the following countermeasures:

3.1 Optimize the top-level design

In the perspective of the integration of production and education, application-oriented colleges and universities need to timely innovate teaching concepts, fully implement the construction of "curriculum ideological and political", optimize the top-level design, and dig deeply into the ideological and political elements in the curriculum, so as to guide students to establish correct ideas, so as to promote the construction and development of application-oriented colleges and universities' curriculum ideological and political. First of all, colleges and universities need to build a perfect talent training program, design according to the level of students, ensure that the characteristics and abilities of students, promote students to be able to develop in an all-round way, so as to meet the standards of talent training of application-oriented colleges and universities. Secondly, it integrates teaching resources according to the background of the integration of industry and education, strengthens the connection between various disciplines, constantly enhances the application value of ideological and political elements in the curriculum, integrates teamwork, craftsman spirit and socialist core values into it, and further cultivates students' learning enthusiasm and initiative.

3.2 We will do a good job in the pilot project of ideological and political construction in the curriculum

Application-oriented colleges and universities should give full consideration to the key points of curriculum

ideological and political construction, avoid being affected by various factors, adhere to the principle of gradual circulation, ensure that the selected course content has practicability, and promote it after achieving certain results, so as to lay a good foundation for the subsequent construction work. In this regard, application-oriented colleges and universities need to choose suitable construction pilot, take the main courses with specialty characteristics as the pilot, and promote the ideological and political education of the curriculum to play the practical and typical characteristics, and establish a good cooperative relationship with ideological and political teachers, so that ideological and political teachers can give corresponding guidance, which is conducive to play the educational effect of ideological and political education of the curriculum. So as to realize the educational goal of ideological and political education.

3.3 Improve the "curriculum ideological and political" quality of professional teachers

Under the background of the integration of industry and education, professional teachers should have strong ideological and political literacy in the curriculum, realize the importance of building ideological and political education in the curriculum, and then integrate professional teaching knowledge with ideological and political elements to ensure that they can master the teaching means of ideological and political education in the curriculum, so as to implement the construction of ideological and political education in the curriculum. Application-oriented colleges and universities need to pay attention to the training of professional teachers, provide practice opportunities for teachers through regular training activities, and encourage teachers to gain rich teaching experience in the practice process, so as to improve their ideological and political literacy of the curriculum. For example, application-oriented colleges and universities can organize professional teachers to go to the holy land of revolution for study, so that they can strengthen their own beliefs, integrate the concept of moral cultivation into professional teaching, and play their guiding role, so that students can develop in the right direction and achieve all-round development [3].

4. CONCLUSION

With the integrated development of industry and education, application-oriented colleges and universities shoulder the important task of cultivating all-round talents. In order to guide students to establish correct values, they need to give full play to the role of ideological and political education in the course, improve students' ideological and moral quality with the help of ideological and political elements in the course, and promote students to have strong ideological and moral concepts while mastering professional knowledge. So as to bring positive influence to the future development. At present, there are still some shortcomings in the construction of ideological and political education in applied colleges and universities. In order to solve these problems effectively, it is necessary to integrate professional courses with ideological and political education, and formulate scientific and

reasonable education programs, so as to achieve effective guidance for students.

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The Application of Critical Reading Teaching Model in Distance Education English Teaching

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Abstract: With the development of education and teaching, all kinds of education methods emerge in an endless stream, which also promotes the reform of traditional education and teaching methods to a certain extent. Among them, the development and application of information technology has produced the model of distance education. When carrying out English reading teaching on this basis, in order to ensure the quality and effect of teaching, college teachers can introduce critical reading teaching methods. In the actual teaching, critical discourse can be used to analyze the theoretical knowledge of English reading, so as to help learners acquire the correct theoretical knowledge of English reading. At the same time, it is also necessary to conduct a critical analysis of the reading methods to promote learners to learn to apply the reading methods, which can reduce various problems in English reading teaching, enhance the English learning effect of learners, further improve the quality of English reading teaching and improve the English reading level of learners.

Keywords: Critical reading; Distance English teaching; Analysis of application

1. INTRODUCTION

In English teaching, it is necessary to scientifically cultivate learners' abilities in listening, speaking, reading and writing. In order to cultivate learners' "reading" ability, teachers usually carry out English reading teaching, and exercise learners' reading comprehension ability through effective reading teaching. Distance education is mainly faced with in-service adult learners, for whom English reading learning is difficult. To help adult learners better master English reading knowledge, English teachers can apply critical reading teaching mode in distance education, and have a comprehensive understanding of learners' actual learning characteristics. On this basis, To develop scientific critical reading teaching program, further improve the effectiveness of teaching, but also conducive to enhance the learning effect of learners.

2. CURRENT SITUATION OF ENGLISH READING OF DISTANCE EDUCATION LEARNERS

First, from the perspective of reading time and way, distance educates are usually in-service personnel, so there will be some contradiction between work and study when learning English reading, which makes learners have relatively less time to concentrate on reading, and most learners can only take advantage of daily fragmented time to do intermittent English reading. This reading learning time is relatively short, it is difficult to guarantee the effect of reading learning, but also has a negative impact on the overall understanding of English materials,

and is not conducive to the formation of good reading habits of learners [1].

Second, from the perspective of reading materials, many learners usually choose English reading texts related to their work and profession to carry out exploratory reading learning. the main purpose is to meet the needs of their work and business. However, only a small number of students choose English reading texts according to their learning interests. However, in the process of selecting reading materials, there is a lack of scientific and systematic, which will have a negative impact on the actual quality of reading learning. In addition, many learners have a certain interest in English current affairs news. However, when reading and learning English current affairs news, the reading effect is greatly reduced due to the lack of effective guidance of scientific reading methods and strategies, so that it is difficult for learners to quickly obtain the corresponding information from reading texts.

Third, from the perspective of students' learning interests and characteristics, many learners accumulate relatively little vocabulary, and it is easy to have a fear of difficulties in English reading. Some students lack interest in English reading, coupled with bad reading habits formed in the past learning process. In the specific English reading process, these students often appear to read back, aloud or word by word, which will also have a negative impact on the actual English reading teaching effect. Some students are also afraid to do English reading questions, and their reading speed is relatively slow. Every time they take an English test, they will lose marks in English reading comprehension questions. the most frequently lost marks are the judgment of the author's point of view and the understanding of the meaning of the article in reading comprehension [2].

Fourth, from the perspective of students' learning needs, many students are no longer satisfied with passive learning, they are eager to obtain appropriate learning methods, and are eager for teachers' guidance on reading skills. They want to improve their reading comprehension ability through these methods. For some specific types of articles and test questions, They also want teachers to give them targeted guidance.

3. ENGLISH LEARNING CHARACTERISTICS OF DISTANCE EDUCATION LEARNERS

For the students receiving distance education, they are usually adult learners. From the perspective of the actual teaching situation, adult learners have advantages and disadvantages in English learning. Among them, adult learners have rich experience and higher cognitive level, so they have higher understanding and thinking ability,

which can occupy certain advantages in English learning. However, because they have been in social work for a long time, they have relatively little contact with English knowledge, and their English foundation is relatively weak, which will make them lack of interest in English learning. In this case, their learning motivation will also decline, which will have an impact on their learning effect.

4. ANALYSIS OF THE CONSTRUCTION OF CRITICAL READING TEACHING MODEL

In order to improve the teaching effect of English reading, relevant English teachers need to comprehensively consider the problems existing in the English reading learning of adult learners and their own learning characteristics, and also start from the teaching level, make scientific adjustment and reasonable innovation of the original English reading education mode, so as to make the innovative teaching mode. It can meet the English learning needs of adult learners. In the process of continuous exploration and innovation, we find a more suitable mode for adult learners to learn English knowledge, that is, the teaching mode of critical reading. Many teachers begin to try to use CDA theory and related methods in the English reading teaching of adult learners, and also apply the relevant CDA teaching model in the English reading classroom of distance education. In the practical application process, teachers will construct a three-dimensional teaching model of critical reading through the three stages of CDA before, during and after reading, and organically combine traditional text analysis with CDA in theory, which can not only expand the corresponding teaching ideas, but also enrich students' reading learning vision. It can also provide theoretical and methodological scientific guidance for students' practical learning. If the teaching model and strategy of critical reading are properly applied in the English reading teaching of distance education, it can help students better understand the English reading text and correctly understand the deep meaning of some English news discourses [3].

5. ANALYSIS OF THE APPLICATION OF CRITICAL READING TEACHING MODEL IN DISTANCE EDUCATION ENGLISH TEACHING

5.1 Application effect analysis

In the English teaching of distance education, after applying the teaching model of critical reading for a period of time, through continuous observation, practice and collection of students' feedback, I have a certain understanding of the application effect of the teaching model of critical reading, and carry out a scientific evaluation of its application effect, which can also scientifically improve the teaching model. Make it more in line with the distance education English teaching demand, and improve the teaching effect.

In terms of the actual teaching situation, many learners feel that there is a big difference between this kind of critical reading teaching mode and the previous English reading teaching mode. For the previous English reading teaching, teachers pay more attention to explaining the meaning and usage of English vocabulary, phrases and sentences to students, and also pay more attention to

explaining the corresponding English grammar. In this teaching, they also adopt indoctrination and lecturing methods, which makes the teaching process relatively boring and difficult to attract students' attention, which will also reduce the actual teaching effect. As for the teaching mode of critical reading, teachers will adopt appropriate teaching methods to lead learners to feel and experience the deep meaning of the reading text, so as to deepen learners' understanding of the English reading article. In this way, learners will not only learn a few words and a few sentences, but can have a comprehensive grasp of the whole content of the English reading article. At the same time, the author's attitude and the thoughts he wants to express can be evaluated effectively, and the central idea of the article can be mastered [4].

Many students believe that the theory of critical discourse analysis can provide help for their English reading learning, and through the teaching of critical reading, students can improve their reading comprehension ability, so that they can easily respond to the relevant questions in the reading test. For example, when the author's opinion is asked in the reading comprehension question, students can rely on critical discourse analysis. A comprehensive grasp of the content of the English reading text, in-depth understanding of the author's intention of the article, so as to improve the scoring rate of students, get a higher score. In the teaching of critical reading, teachers need to carefully design the specific teaching process and provide targeted guidance for students before, during and after class to meet the needs of students in English reading learning. On the whole, most learners have a relatively high degree of recognition and acceptance of the teaching mode of critical reading. They believe that this new teaching mode can help them to learn English reading more effectively, stimulate students' interest in reading learning, and enable them to actively read relevant English texts. Increase the intrinsic motivation of students to learn English.

However, there are some learners with relatively poor English foundation who have low adaptability to this new education mode, mainly affected by two factors. On the one hand, these students with poor learning foundation are more adapted to or used to the previous passive learning state, and their own independent thinking and learning consciousness are relatively low. However, the teaching mode of critical reading intentionally stimulates students' learning initiative, which will reduce the learning effect of students. On the other hand, in the mode of critical reading teaching, students need to learn more English knowledge than before, and their learning tasks will increase, which leads to certain difficulties in acceptance of these students.

5.2 Application mode analysis

5.2.1 Stimulate students' learning consciousness of independent thinking and exploration

When carrying out critical reading teaching, if English teachers want to give full play to its practical effect, they can incorporate some open questions in the actual reading materials, that is, questions with more than one answer, so as to stimulate students' thinking consciousness. For the same question, teachers can encourage students to

divergent thinking and think about different answers. As long as students can give sufficient reasons, they can recognize their answers, which can also teach students to respect and recognize different views. In specific reading teaching, teachers can ask students to understand and discuss the same topic or problem from different perspectives based on their own language and cultural views. Teachers should lead students to critically think about some language phenomena and viewpoints that are taken for granted in daily life. At the same time, teachers should guide students to tell about what they have seen, heard and experienced, and inspire students to organically combine with English reading materials for questioning and reflection. In addition, in reading learning, teachers should also strengthen the guidance to students, so that they can take the initiative to find problems in teaching, require students to further think and study with questions, use the knowledge they have learned to solve specific problems, and encourage students to find and solve problems through continuous exploration. In this repeated cycle, students can deepen their understanding of English reading knowledge. It can also effectively cultivate students' exploring ability, questioning spirit and problem awareness, so as to improve students' English reading ability [5].

5.2.2. Create a good teaching atmosphere

Students are the main body in English reading teaching. Therefore, teachers should pay attention to students' main body position and cultivate students' self-thinking consciousness and ability when carrying out critical reading teaching. In order to achieve this teaching goal, we should attach importance to the teaching atmosphere and adopt appropriate measures to create a relaxed and pleasant teaching atmosphere, which can also relieve students' learning tension. We should encourage students more so that they can think and analyze from multiple aspects when facing reading comprehension problems, which also helps to improve students' thinking activity. To enhance their thinking ability. In this process, teachers should try to avoid exerting pressure on students and give reasonable guidance to students so as to improve the teaching effect.

5.2.3. Provide personalized and targeted guidance

Compared with traditional English reading teaching methods, the critical English reading teaching mode mainly focuses on three-dimensional explanation, and in the actual teaching process, pays more attention to the multi-level and multi-angle analysis of the reading text, and through this way, stimulates students' independent thinking consciousness and diverts students' thinking. Guide students to have an objective and comprehensive understanding of the content and ideological connotation of English reading texts, which is more conducive to improving their own critical thinking ability, and will have

a positive effect on students' future English reading learning. In addition, ability cultivation itself is a continuous and long-term process, and different students have certain differences in learning basis and acceptance ability. Therefore, when teaching students critical reading, teachers need to have a comprehensive understanding of different students' learning conditions, and on this basis, give step-by-step explanation and reasonable guidance to students. Scientific design of English reading teaching plan, so that it can meet the needs of students' learning development. In addition, teachers should provide targeted help and guidance to different students according to their learning conditions. They can also provide students with personalized learning suggestions, guide students' learning methods, help students develop good English reading habits, promote students to obtain the best English reading learning results and reduce learning problems.

6. CONCLUSION

In practice, critical reading teaching is widely recognized by students, and the quality of English reading will also be improved, which can help learners better understand English reading knowledge and improve their reading level. Therefore, when carrying out remote English reading teaching for learners, college teachers should reasonably apply the critical teaching mode to meet the learning needs of learners. However, there is a big difference between this teaching mode and the traditional teaching mode. Some students are slow to adapt to it, so when carrying out critical English reading teaching for learners, Teachers should do a good job of connection, and strengthen the guidance and guidance of learners, so as to ensure the quality of teaching.

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