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The Spatial Art of Female Monologue Drama

Hear Her

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Abstract: *Hear Her* is the first female monologue drama in China. The multi-layered spatial art is an important factor in the success of the play. The space in the lens is not only the place for “monologues”, but also the metaphor of the heroines’ states of mind; the space in the story not only reflects women’s survival dilemma, but also shows their resistance and breakthrough; the invisible social space, while restraining the female subjectivity, is reshaped and constructed by women. Space in the play has rich narrative function, aesthetic significance and cultural connotation, which demonstrates the unique artistic charm of the play.

Keywords: *Hear Her*; Monologue; Space

INTRODUCTION

Hear Her is the first female monologue drama in China. The play includes eight stories guided by eight directors respectively, presenting a series of contemporary women’s survival predicament, and encouraging us to face female plight directly and speak for the trapped women bravely.

Unlike other female plays, *Hear Her* has eight episodes of 15 to 25 minutes, with only one actress, in one room, discussing one topic in each episode. Expressing content and delivering emotions in limited time and space is challenging for actresses. Happily, this play has received many praise since its broadcast and is highly recognized by the audience. In addition to the touching lines and the exquisite performances, the spatial scenes in the play are also silently “telling” the story and “conveying” the theme. As an indispensable element in the success of the play, the multi-layered spatial art is worth analysis and discussion.

1. SPACE IN THE LENS

“To understand the space of a movie, it may be helpful to see it as actually including two different types of spaces, namely, the space inside the lens and the space outside the lens.” *Hear Her* integrates eight realistic themes into a room. “Closed Room” is the most important space scene throughout the series. When the directors arranged the scene, they used furniture, mirror, windows, balcony and other layout to break the boring visual effect.

The Magic Mirror begins in a messy but gorgeous house. A girl with heavy makeup said to herself: “Mirror Mirror tells me, who is the ugliest girl in the world? No need to say, I know it was me.” It turned out that when she was a little girl, she was called “elephant leg” by other children, and since then she became unconfident. She looked in the mirror for two hours and 37 minutes every day, and “decorate” her face carefully before going out. As the girl’s monologue about “appearance anxiety”

advances, the space in the lens transforms four times: from sofa to dresser to bathtub to balcony. The transformation of these four scenes is a metaphor for the girl’s state of mind, showing her journey from inferiority and anxiety to peace and confidence. *The Magic Mirror* completes a broad narrative in a small room, and the narrow scenes pull the audience into deep thinking.

The Sleepless Dream tells a story of a stay-at-home mom. The heroine was a publishing staff before marriage. After getting married and having children, she became a stay-at-home mother who can not find her own value in monotonous housework. During the day, beautiful music, washing machine, sweeping robot, neat breakfast came to the scene; in the night, however, husband’s snoring, extinguished round chandelier, and gray balcony besieged the sleepless hostess. The episode presents two special spatial imagery. The heroine sat in a large box wiping the children’s toys; she dreamed of burying herself in a large pit. “box” and “pit” represent compressed space, revealing her “trapped” life state and depressed mood.

Perfect Girl begins with a living space scene: sunshine, shutters, green plants, everyday furniture, beautiful girl watering flowers...Once the girl uttered her voice, however, the story became different. She is the robot 30080, a product jointly created by engineers and artists, and is a “perfect girl” with both beauty and functions. After making a detailed self-introduction, the heroine tells about her tragic experience, and the space in the lens starts to switch constantly. From a nursing house covered with red wallpaper to a company warehouse filled with sundries to a super-user’s home resembling a dark castle, the space scene is increasingly symbolic and unfamiliar, echoing the heroine’s appalling “inhuman” experience. In the end, with the help of a female engineer and a nice boy, she returns to the bright and familiar room, which is a perfect home for the “perfect girl”.

The space scene in the above-mentioned episodes changes frequently. In contrast, other episodes have a relatively single space scene, where the lighting, props, and layout play an important role in building the atmosphere and expressing the theme. The heroine in *A Wish* sits at the table, facing the mobile phone lens, accusing her mother of the long-term control and imprisonment in the name of love; the dim cabin reflects her sad and depressed mood. *Remodeling* is shot in an abstract space, with dripping taps, broken mirrors, and shaking sandbags symbolizing the collapse of life; while the heroine gradually wakes up after a midlife crisis and begins to “remodel” herself. The shooting venue of *Schedule* is a narrow dressing room, where the heroine tells her plight as an older unmarried professional woman

while trying clothes; she finally does not choose inappropriate clothes recommended by shopping guide, which implies her inner and unyielding view of spouse choice. In *She and Her Room*, the heroine tells about her painful experience of domestic abuse in her future home, a safe and free spiritual residence for her, indicating a new life.

The eight episodes in *Hear Her* were all filmed in a closed room, and the directors made full use of the limited space. Drawing on the view of French thinker Henry Lefebvre in his book *Production of Space*, we can roughly divide the narrative space into three categories: reality-physical space, inner-psychological space, meaning-symbolic space. Reality-physical space is the basic environment of the external action and scenes; inner-psychological space is the space generated by the psychological consciousness activities such as imagination and hallucinations; meaning-symbolic space is the metaphorical space composed of the symbolic language of the film. The space in the lens presented in *Hear Her* is not only the reproduction of the real space, enhancing the audiences' sense of substitution, but also the display of the psychological space, reflecting the characters' emotions and desires; at the same time, the symbolic layout scene forms a metaphorical space related to the theme. Therefore, the space in the lens has multiple attributes of physical, psychological and symbolic nature, carrying rich cultural significance and ideological connotation.

2. Space in the story

As a monologue drama, "saying" is the means of expression, and "story" is the core of the content. The scene in the story is the space "outside the lens" which is constructed through the infectious inner monologue of the heroines. Although the space in the story does not appear in the lens, it has equal significance. The most profound spatial image in the stories of the heroines is home.

In *Poetics of Space*, Gaston Bachelard, a French philosopher, points out that space is not a container to fill objects, but a residence of human consciousness. For an individual, home is the corner of the world, sheltering daydreams and protecting dreamers. However, different from the image of "home" in Bachelard's work, the home in several episodes of *Hear Her* does not bring people a sense of security, tranquility, happiness and integrity. On the contrary, it has become a space full of sad memories. For Xiaoyu, who has been suppressed by her single mother for a long time, home is her cage; for Yunzhong, whose gender is misplaced, home is a stage to deprive her of her female identity and force her to play a male role; for Feng Aimei, who suffered domestic violence, home is a frightening hell; for the "perfect girl", the home of super user is a cold and terrible slaughterhouse. These negative spatial images of "home" are full of loneliness, alienation and fear. Home is no longer the warm belonging of the heroines, which reflects their survival dilemma.

Another impressive spatial image in the story is "hospital". Generally speaking, hospital closely related to disease, pain and death is not a beautiful place. However, in the story of *Hear Her*, contrary to the "ugly" image of "home", "hospital" is a "glorified" spatial imagery. In order to

become beautiful, the anxious girl in *The Magic Mirror* went to a cosmetic surgery hospital. The doctor told her: "you don't need it. I think you are very beautiful." These sincere words surprised and moved her deeply, because no one had ever praised her beauty like that. Finally, she gave up the idea of cosmetic surgery. The hospital in this episode is a goodwill space, where the heroine ceases the morbid aesthetic pursuit, finds her own beauty and gets the comfort of heart. Feng Aimei, the protagonist in *She and Her Room*, was scalded by her husband with boiling water and was sent to hospital. She met a man in the ward. He was a worker in an ice cream factory and took care of his sick mother. They chatted casually: "what is the taste of your ice cream?" "it's ice cream's taste." She was amused by his answer. The man entered her dark life like a streak of light. The month in the hospital became the happiest time after she got married. The hospital here is a warm space, which is not only the refuge for the scarred heroine, but also carries her short romance. The beautified hospital space images in the two episodes enhance the tension of the story and reflect the unique aesthetic implication.

Hear Her not only tells the plight of different women, but also shows their resistance, which is a breakthrough from the repressed living space. Their stories contain some "breakthrough space". The heroine in *Remodeling* was a good daughter of her parents, a good wife of her husband and a good mother of her child. However, such a good woman encountered a marriage crisis and was deprived of the custody of her child. At the same time, she was surrounded by gossip and kidnapped by invisible language violence. After the pain of struggling, she decided to collect evidence of her husband's infidelity, file a lawsuit to safeguard her own interests and "remodel" herself with action. Punching the sandbag and smashing the mirror, she fought against her "good woman" image as well as the outside world. In the end of this episode, the heroine told a story twice. The first time, she repeated the story that the fitness coach had told her: a woman chasing a train with a heavy suitcase jumped on the train, lay down, but didn't wake up. The second is her own adaptation of the story: the same woman running with a suitcase jumped on the train, lay down and fell asleep, woke up and got off in the sunny morning next day. "Train" is a "death space" in the coach's story and a "breakthrough space" in the heroine's story, symbolizing her determination to reshape herself and hope for a better future.

Another spatial image leading the heroine to break through is Lu Baiyi's dormitory in *The Biography of Yunzhong*. The Situ family had an ancestral craft -- Guangcai, which was to pass on the male rather than female descendants. Unfortunately, as a posthumous child, Situ Yunzhong was a girl. As soon as she was born, she was forced a gender disguise and given a boy's name by her grandpa. She dressed up as a man, lived as a man, and even was forced to "marry" a girl. After grandpa died, Yunzhong went to a mountain village to be a teacher and met Lu Baiyi, a French man teaching art. They associated naturally and kindly. The night before Lu Baiyi returned to France, Yunzhong went to his dormitory to say goodbye.

He revealed Yunzhong's identity as a woman and implored her to stay. Lu Baiyi, who was deeply affectionate, gave her the first taste of erotic caress and made her become a woman for the first time. Lu Baiyi's dormitory is a crucial space where Yunzhong bid farewell to the past, discarded the male role given by the family, restored her long lost female consciousness and returned to her true self.

The above-mentioned spaces such as "home", "hospital", "train" and "dormitory" are not shown in the lens, but appear in the stories told by the heroines. These spaces are either oppressive or warm, generating rich significance.

3. INVISIBLE SOCIAL SPACE

In *Hear Her*, there is still an invisible space which does not appear in the concrete image of the lens, nor does it hide under the protagonists' monologues, but directly points to the reality. This is the social space that the play intends to present. French sociologist Durkheim believes that the essence of space is social; in Pierre Bourdieu's view, space is a "system of relations"; Lefebvre also said, "social relations permeate the space." Social space is not only a static "platform", but also a "field" for all forces to fight the game. As a monologue drama focusing on the predicament of women's survival, *Hear Her* reflects the social environment with individual difficulties, and reveals the truth of women's life restricted by social rights. What causes women's dilemma is the definition of women's gender role in a patriarchal culture. The eight episodes of *Hear Her* show China's long-standing patriarchal cultural tradition. Situ Yunzhong's story has aroused a historical reflection on the feudal concept of "preference for sons over daughters"; the experience of the perfect girl brings the theme of "materialized women" to the distant future. In the contemporary era when "gender equality" has become a consensus, women still can't get rid of unequal gender expectations. The greatest expectation of society for women is "beauty", which leads to the appearance anxiety of girls represented by the heroin of *The Magic Mirror*. What brings inferiority and anxiety to the girl is not the dressing mirror, but the ubiquitous gaze. "Gazing" is "the way of watching with power operation or desire entanglement". The gazer is given the privilege of seeing and thus establishes his dominant position. Most of the gazers in contemporary society are men, while women are the objects of "being gazed". This unequal visual power shapes a "magic mirror", which uses extremely narrow aesthetic standards to reflect women's "ugliness". Therefore, women's appearance anxiety is not an unprovoked emotion, but a portrayal of their inability to live easily under the increasingly picky male "gaze".

In addition to beauty, social expectations for women's moral conduct can not be ignored. One of the virtues given to women in reality is to keep the family in good order. The protagonist of *The Sleepless Dream* is a dedicated woman. As a stay-at-home mom, she lived a monotonous life, in which doing housework was the main melody. British sociologist Ann Oakley believes that women's housework is a intersection of a series of problems such as social division of labor, gender cultural tradition, public-

private boundary and so on. The heroine's conduct meets the expectations of the society. According to the construction of the patriarchal cultural order, she places the realization of her self-worth on the happiness of marriage and the harmony of the family. However, she becomes numb and lonely in the repeated housework, and falls into the nightmare of losing herself. Even sadder is the heroine of *Remodeling*. As a "good woman", she devoted herself to her family, but was ruthlessly abandoned by her husband. Then came the external language violence, which blamed the failure of marriage on the innocent housewife. At the same time, people also put forward "expectations" for the divorced heroine: "you are a woman in the new era, how can you cry?" "you have always been reasonable, you must be reasonable, as long as you still care about decency." These restrictions on women's gender role are like invisible shackles, binding them into a moral cage.

The heroins who do not meet the expectations of the patriarchal culture bear a negative social moral evaluation, and can not live as a "normal" person. Throughout the eight episodes, the one that most conforms to the definition of women's gender in patriarchal culture is the "perfect girl" in the last episode. She has all the perfect ideal elements. First, her perfect shape is customized according to people's aesthetic requirements, and then various data is installed to enable her to provide perfect housekeeping service and intimate service for the "master". She has no shame and no pain. She can voluntarily become a sexual comfort for the dying old man, and can silently bear the violent catharsis of abnormal users. She satisfies all male desires. She is the "perfect girl" in men's eyes. However, such a perfect girl is actually a robot without thought and emotion. Her perfection is the result of objectifying women and the "perfect girl" is the perfect victim of the patriarchal society. Her story summarizes all the difficulties and injustices that women encounter in reality.

It is worth noting that there is not only pain and confusion, but also determination and hope in *Hear Her*. Social space "disciplines" women, but while they face the anxiety of being "constructed", they also seek for self-healing and self-construction. Communication, mutual assistance and introspection... the heroines in the drama have obtained the method to heal the trauma and gained the strength to get out of the dilemma through their own efforts. Their spiritual monologues are not repeated declarations of feminist slogans, but women's in-depth discussion of their own living conditions, accurate inquiry of social reality, and efforts to find themselves. Their awakening subject consciousness breaks the potential net of unequal gender rights, and their restored vitality helps them win a broader and freer social space. Therefore, what we "hear" is not only complaints and indictments, but also pursuit and wish.

CONCLUSION

Hear Her is a drama with attitude and temperature. The spatial images presented in it not only bear the role of narrative background, but also have unique aesthetic and practical significance. The limited lens space pushes the typical symptoms of women's pain to the stage; the rich

story space leads the narrative from the surface symptoms to the historical root; the invisible social space stimulates people's deep thinking about the truth of women's survival. As the first female monologue drama in China, *Hear Her* has opened up new ideas for film and television creation and provided a broader way of expressing female issues. One of the drama's most important value, however, is that it not only expresses, but inspires. It advocates a more diverse and inclusive values, calls for a more equal and harmonious society, and stimulates a more free and wonderful life. For the audience, the best ending is not to feel anxiety in their stories, but to get introspection in listening and then gain the strength and courage to move forward in introspection.

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Exploration and Practice of Practical Teaching Mode of Mechatronics Specialty in Higher Vocational Education

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Abstract: Based on the concept of integration of production and education, explore the establishment of a school-enterprise cooperation model of "schools with enterprises and enterprises with schools". Both schools and enterprises jointly complete the process of talent design and training, following the "work-based learning process and learning-based work process". The teaching implementation mode is based on the design, process planning, and production of typical products. Task-driven project teaching is implemented to realize the docking of teaching content and corporate job skills, the docking of teaching and production processes, and enhance the pertinence of teaching content to achieve. Realize the effective training of technical talents, the "seamless" docking of school-enterprise supply and demand, improve students' ability to solve practical problems, improve the quality of talent training, and serve the needs of regional economic development.

Keywords: Integration Of Production And Education; Vocational Colleges; Practical Teaching; Path Design

1. INTRODUCTION

With economic development and social progress, vocational education must be closely integrated with local economic and social development, labor and employment, and the diversified educational needs of the people. Therefore, it is necessary to continuously innovate talent training models and school-running models to transform the economy. Upgrade and construct a modern industrial structure system to cultivate high-quality technical and technical talents [1-2].

With the deepening of the continuous reform of the teaching mode of higher vocational colleges and the increasing development needs of modern higher vocational college students, the traditional practical teaching mode of mechanical and electrical integration in higher vocational colleges has been unable to meet the requirements of the times [3]. The skill level of graduates of higher vocational colleges is generally unable to meet the needs of the society, and the jobs that college students are engaged in after graduation are very different from the majors they learn.

In response to the above-mentioned contradictions, it is proposed that the integration of production and education is a talent cultivation model for the purpose of achieving

high-quality and high-skilled talents required for high-quality development. The integration of industry and education is the close cooperation, mutual support and mutual promotion between the school and related industries and enterprises in the region in personnel training, technical research and achievement transformation, forming a school-running model that integrates the school and the enterprise. It is the enhancement of vocational education to serve the development of the regional industry. Ability and the inevitable choice to improve the quality of talent training [4-5].

In order to meet the needs of regional mechatronics industry development and the cultivation of high-quality technical and technical talents, we will integrate the resources of colleges, industries, and enterprises to build a "four-in-one" platform integrating teaching, production, R&D, and technical services, so as to achieve fast updating of equipment and facilities and resources. A training platform for in-depth integration of production and education with a high degree of sharing, strong social service capabilities, and a great role in demonstrating radiation, and relying on the training platform to realize school-enterprise collaborative education, effectively enhance student practice and innovation and entrepreneurship capabilities, and comprehensively improve talent training Quality, so as to cross the boundaries of vocational and education, enterprise and school, work and learning, and gradually realize the "seamless docking" of vocational education [6-7].

2. THE MAIN PROBLEMS FACED BY PRACTICAL TEACHING IN COLLEGES AND UNIVERSITIES

At present, practical teaching in higher vocational colleges generally has problems such as unstable cooperation, not long-term, single mode, and lagging in the construction of teaching staff; moreover, there are mainly unclear positioning of the school, serious homogeneity, and unilateral pursuit of "big and complete" and "small". "And all", it is difficult to form a unique orientation for running a school, causing the problem of vague teaching goals. The main issues are as follows:

(1) Insufficient funding for colleges and universities affects the implementation of practical teaching.

The construction of laboratories requires a large amount of funding, and the funding has caused laboratory

construction to lag behind and cannot keep up with the pace of social demand. A complete laboratory may require hundreds of thousands or millions, while some large laboratories and special laboratories may require tens of millions of investment. There is a serious shortage of funds for the construction of existing laboratories in universities. The lack of modern laboratories makes it difficult to simulate the real situation of the enterprise, and traditional teaching methods are easily derailed from the actual situation of society. In addition, colleges and universities also need cost support when carrying out school-enterprise cooperation and school-local cooperation[8].

(2) The positioning of universities is not clear and the development goals are misplaced.

Local colleges and universities have played an important role in regional transformation and upgrading, but in their development process, there are generally problems of unclear or fuzzy positioning, misplaced development goals, and unreasonable development plans and difficult to achieve. Most of them are striving to "upgrade and upgrade" to establish comprehensive universities, resulting in the lack of distinctive characteristics of running schools, the convergence of talent training models, the lack of competitiveness, and the inability to adapt to the needs of economic and social development. In the period of economic and social transformation, the traditional thinking and policies of "emphasizing learning and neglecting skills" and "appreciating theory and application" are still very serious[9-10].

(3) There are few opportunities for first-line practice and it is difficult to master operation skills proficiently

Higher vocational students have basic first-line practical experience, and have few opportunities to practice and exercise in factories. Most of the content of mechanical courses are closely related to the actual production of first-line production. Students have basically never seen machine tools and other equipment, and have no perceptual knowledge. It is also difficult to understand the relevant teaching content, and the difficulty of learning is greater [11].

(4) The practice level of higher vocational teachers is lacking, and the teaching content does not match the needs of the enterprise

Teachers lack practical ability. Most teachers in higher vocational colleges graduate from school and go directly to colleges. Most teachers lack the stage of basic-level practical training in enterprises, and their ability to produce practical problems in related industries and enterprises needs to be further improved. The teaching method "emphasizes theory and ignores practice" mode [12].

3. DESIGN AND EXPLORATION OF THE CULTIVATION PATH OF PRACTICAL ABILITY

"Deepening the integration of industry and education, and school-enterprise cooperation." The reform of vocational education industry, education and research urgently needs to reflect the new era of vocational education system and mechanism innovation requirements, build an ecological community of industry-education integration and school-

enterprise cooperation, and serve the modern economic system. This requires teachers in higher vocational colleges to take corresponding measures to carry out practical teaching, so as to meet the development needs of students, and also to mobilize students' enthusiasm and effectiveness of learning in the classroom. This paper studies the reform of the practical teaching mode of mechanical majors in higher vocational colleges, hoping to promote the innovation and development of the teaching mode of higher vocational colleges, and explore ways to cultivate students' practical ability to improve students' practical ability. Improve the quality of teaching and cultivate the required technical skills for the society [13].

(1) Optimize the curriculum system

Higher vocational students have strong plasticity and long effective teaching time, which is conducive to improving teaching quality and school-running efficiency, giving full play to the advantages of higher vocational talent training, facing industrial needs, rolling revisions to the talent training plan every year, and increasing the proportion of practical teaching. In the talent training plan, it is clear that students should master the basic skills, special skills and comprehensive skills and other professional abilities; the main teaching content and requirements of each professional skill course are clarified, and specific teaching implementation suggestions are given, focusing on the effectiveness of practical teaching.

(2) Refining course content

Analyze the work process with the technical personnel of the enterprise, summarize and summarize typical work tasks or functions, refine the field of action, integrate and sort the theoretical knowledge on this basis, and combine the professional qualification standards to convert the field of action into a field of learning to form a complete work. At the same time, carry out the reasonable extension or expansion of the course content, fully tap the potential of students, and realize the improvement of students' abilities.

The school, the industry, and the enterprise jointly research, jointly formulate training goals, jointly build the curriculum system and teaching content, jointly implement training programs, and jointly evaluate the quality of training. Ensure the accuracy of professional positioning, make professional construction, curriculum, teaching content, and training direction more suitable for the needs of the enterprise, adjust the talent training plan and adjust the professional direction according to the company's employment requirements.

(3) Standardize practical teaching activities

Practical teaching is the most direct and effective way to improve students' engineering practical ability, and it is particularly important to ensure the quality of practical teaching. Taking school-enterprise cooperation as the starting point, hiring corporate technical backbones as part-time teachers to participate in skills training and practice, and organically integrate the company's product design, production, management and other concepts with the students' learning process. The "dual tutors" of teachers inside and outside the school jointly act as the

tutors of students, and formulate and develop internship content suitable for the development needs of students based on the development of key components in the transformation and upgrading of the enterprise. Students

combine their own internship content and quasi-job positions for graduation design to achieve an effective connection between theory and practice, and the connection between study and work.

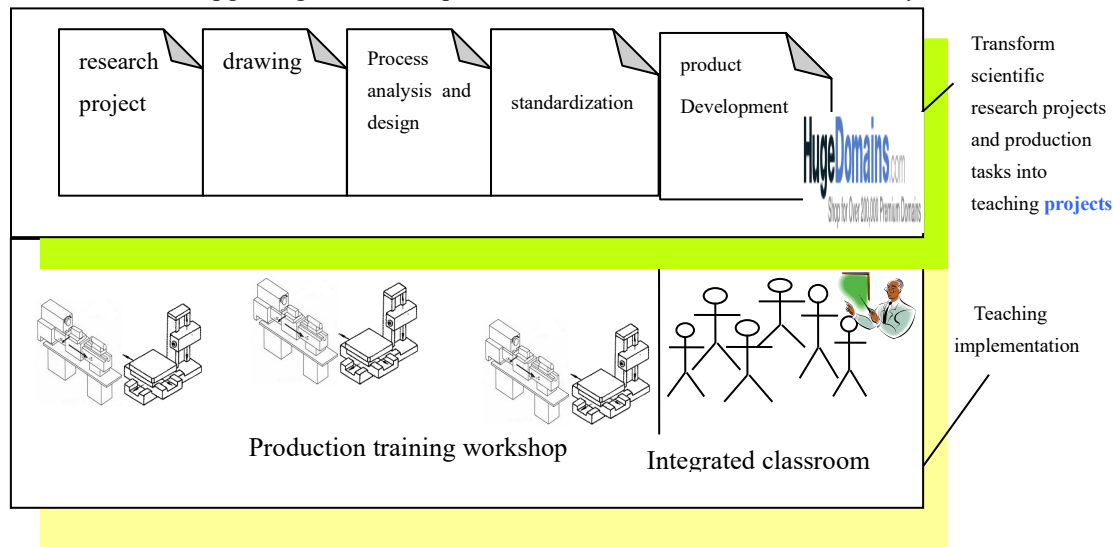


Fig.1 Project-based productive teaching mode

Adopt the integrated teaching of theory and practice, take the project as the carrier and task-driven. The teaching tasks come from actual engineering cases, introducing actual, typical and latest engineering cases into teaching. At the same time, strengthen the teaching of comprehensive training projects. Standardize the evaluation and evaluation of practical teaching and strengthen the evaluation of the process of practical teaching.

(4) Improve the operation mechanism of integration of production and education

Relying on the enterprise, the school's educational function is organically combined with the enterprise's production and training functions to cultivate students' core professional abilities. Strengthen the benign interaction between enterprises, experts and higher vocational colleges, establish a stable and close technical cooperation relationship, and consider the continuity of enterprise production. To achieve the requirement of "integration of teaching and production management", to achieve "industry-university interaction, and production to promote learning".

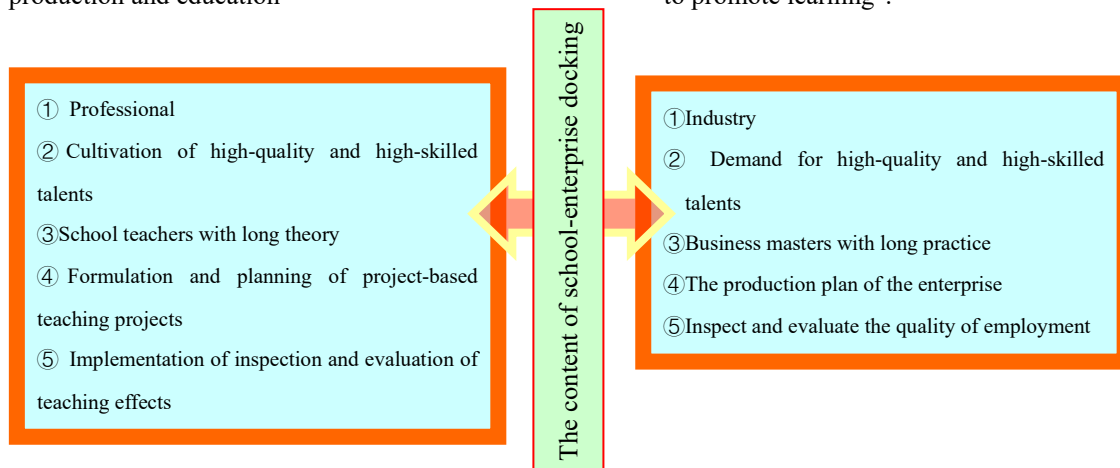


Fig.2 The content of school-enterprise docking

Higher vocational colleges should strive to promote the reform of the school-running system and mechanism, explore the establishment of various operating modes of "school-enterprise docking", formulate relevant mechanisms and systems for "school-enterprise docking", promote the deep integration of schools and enterprises, and provide guarantee for deepening teaching reform, To truly "integrate majors into the industry", and serve for the reform of the talent training model of higher vocational colleges and the reform of enterprise employee skills

training. Broaden the school's space for running schools, encourage the enthusiasm and motivation of enterprises to participate in cooperation, strengthen the co-construction and cooperation between higher vocational colleges and industry enterprises, and implement various forms of joint school running. Relying on the school-enterprise cooperation mechanism for running schools, deepen the reform of the management system, and formulate complete related systems, procedures and assessment systems. Driven by the two-way drive of responsibilities

and interests, research the system of double teacher quality, job hiring management, special incentives for teachers, part-time teacher management, school-enterprise teacher mutual employment system, and improve the quality of professional and part-time teaching team; , Set up project responsibilities, promote full-time teachers to actively serve the enterprise industry and enter the enterprise for further training in skills, technology, and management projects, and improve the level of dual teachers in the implementation of school-enterprise cooperation projects. Develop a special system to encourage part-time teachers of enterprises to participate in the professional construction and teaching activities of the college, analyze the relevance between schools, enterprises, and individuals, establish the obligations, rights and responsibilities of all parties, and set up corresponding management rights and corresponding management departments.

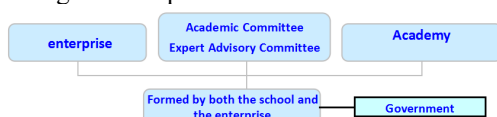


Fig.3 Management organization

4. SUMMARY

Practical ability is very important as the core competence of technically skilled talents. This study is only an empirical attempt to explore the cultivation and improvement of students' practical ability to meet the needs of technically skilled talents in regional industries and enterprises. Through the effective integration of internal and external training resources, various practical elements are organically combined and activated to achieve stable and effective operation, maximize students' practical innovation ability and teachers' engineering practice ability, and cultivate practical talents for the society.

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Application of Flipped Classroom Model Based on Micro-Course + Rain Classroom

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Abstract: In the background of "Internet +" gradually involved the curriculum teaching reform, how to use the emerging teaching means in classroom teaching to develop effective teaching mode to improve the quality of teaching is an issue worth exploring. Aiming at the problems existing in the traditional teaching of C language, this paper attempts to reform the teaching model of the course with the help of advanced educational teaching methods such as micro-course and Rain Classroom, and designs the flipped classroom teaching model. By implementing the flipped classroom teaching model, students are guided to study independently and their programming ability and innovation ability are enhanced.

Keywords: Micro-Course; Rain Classroom; Flipped Classroom; C Language

1. INTRODUCTION

With the development of Internet technology and the deepening of educational reform, traditional teaching methods can no longer fit into the learning habits or meet the needs of contemporary college students. Therefore, more and more novel teaching models such as MOOCs, micro-classes, and flipped classroom emerge and are gradually applied in education and teaching. How to improve the attractiveness of the class to students and achieve the optimization of teaching efficiency within the limited class time depends on the improvement of the course teaching mode [1].

Flipped classroom is different from traditional classroom. In flipped classroom, teachers first make teaching micro-videos, and students use their spare time to watch the videos and learn the teaching knowledge points related to the videos, note doubts and ask questions they don't understand. Then, in the classroom, through face-to-face communication with teachers, students master the knowledge. Flipped classroom mainly realizes a complete learning process through students' pre-class preview, in-class learning and after-class review [2]. Flipped classroom pays more attention to the transformation of the roles of teachers and students, and the teaching and learning methods of teachers and students change quietly. Teachers change from the lecturers of knowledge to the organizers and guiders of the teaching process. Students, on the other hand, change from passive learners to leaders who can flexibly choose their own learning methods, places and time. Teachers and students make use of the shared network learning resources, so that students get the most

efficient learning effect. Based on this, this paper puts forward the application of flipped classroom teaching model based on micro-course and Rain Classroom under the background of mobile Internet learning.

2. TRADITIONAL TEACHING MODE AND ITS SHORTCOMINGS

In the traditional teaching of "C language programming", the teaching form of combining classroom teaching and computer experiment is generally adopted, which is divided into theoretical course and computer course. In the theoretical course, teachers' teaching is the main part with theoretical knowledge, algorithm ideas and program codes being explained and demonstrated. In the computer class, the corresponding content of computer exercises is arranged, and the purpose of learning and consolidating knowledge is achieved by teaching and completing the computer exercises independently.

The traditional classroom teaching model often has the following problems. Firstly, in terms of the classroom teaching content, because the course content is so much and the class time is so limited that teachers generally teach the content while students mainly passively accept the knowledge. Hence, it is difficult to stimulate students' learning initiative. Secondly, in terms of the classroom teaching design, relying on the traditional multimedia teaching means cannot achieve a good and effective interaction with students, and the classroom test cannot capture the learning effect of each student. Thirdly, there is no supervision of students' learning before, during and after class, and students' learning enthusiasm and initiative are poor. It is often difficult to realize the pre-class preview and after-class review that teachers emphasize. Fourthly, teaching is limited by time and space. Students can only interact with teachers in class, and there is no way for teachers and students to interact with each other after class. Fifthly, because it is difficult to efficiently and reasonably quantify the course performance and learning process of each student, the components of the course assessment are too monotonous and it is impossible to carry out accurate process assessment of each student. Due to the lack of process assessment mechanism, students are generally less active in classroom participation.

3. FLIPPED CLASSROOM, MICRO-COURSE AND RAIN CLASSROOM

Flipped classroom, also known as inverted classroom, means that the teacher provides learning resources mainly in the form of teaching videos, and students

complete them before class to prepare for the activities in classroom teaching. In 2000, Lage and Platt first put forward the concept of flipped classroom. In 2007, Johnathan Bergmann and Aaron Sams put forward the flipped classroom teaching method. In 2008, David Penrose put forward the concept of micro-course. The first time the concept of micro-course was formally proposed in China was in the collection and evaluation of excellent "micro-course" for primary and secondary school teachers held in Foshan in 2010 [3]. In 2012, it became popular in China. Many domestic researchers began to study micro-course and applied micro-course to flipped classroom.

The teaching model of "flipped classroom" requires students to study independently before class, while micro-course is an important learning resource that conforms to the characteristics of mobile and fragmented learning of students [4]. Micro-course is a short video of about 5 to 15 minutes. The videos have a clear teaching goal and they clearly explain the knowledge points of a certain subject. Micro-course effectively use people's attention, which is usually about 10 minutes, to help learners use fragmented time to learn. The advantages of micro-course resources include: first, the core content of micro-course is about a certain knowledge point, which is characterized by fragmentation. It is convenient for learners to focus on a certain knowledge point in a fragmented time. Second, the production cost is low, as simple as a screen recording software can be produced, which is conducive to the general public teachers to carry out relevant teaching according to the curriculum and audience.

In order to do a good job, it is necessary to improve its tools first. In order to share micro-course resources and organize flipped teaching, efficient and convenient online teaching tools are needed. Rain Classroom is a free intelligent teaching tool developed by Tsinghua University. Based on PowerPoint and WeChat, two kinds of commonly used software, Rain Classroom combines the advantages of the two to achieve a multi-link interactive teaching method of "before class, during class and after class" [5]. To put it simply, Rain Classroom is to install an enhancement plug-in for PPT and integrate complex information technology means into PowerPoint and WeChat to establish a communication bridge between out-of-class preview and in-class teaching and realize the function of making classroom interaction never offline [6]. The function of Rain Classroom is mainly reflected as follows. First, real-time synchronization of slides. Students scan the code through WeChat to enter the class. With the teacher switching the slides, students will receive the slide through their WeChat in real-time synchronization. After the teacher finishes teaching, the teaching slides will be sent to the students' WeChat, which is convenient for students to review. Second, timely feedback. There is a "Don't -Understand" button at the bottom of each slide that the students receive. If the students have not mastered the knowledge points, they can press this

button, and the teacher will receive the feedback in real time and make adjustments to the teaching. Third, real-time classroom tests and statistics. The Rain Classroom can design diverse questions to let students answer in limited time. And it can carry on the real-time statistics. Fourth, interactive discussion. Students can participate in real-time classroom discussion in the form of bullet screen, which encourage students who dare not take the initiative in classroom to participate. Fifth, real-time collection and analysis of classroom data. At the end of each class, Rain Classroom will push all the statistical data of the class in real time, including students' attendance, grade ranking, feedback, problem solving and so on, which is convenient for teachers to assess the quality of classroom teaching, and these statistics can also be used as a basis for the process assessment of students. Above are the main functions of Rain Classroom in organizing classroom teaching. Outside the classroom, Rain Classroom can also play a positive role, such as pushing learning resources such as micro-course and slides before class, and pushing homework and exercises after class.

4. DESIGN OF TEACHING MODEL

(1) Preparation before class

Teachers establish classes through Rain Classroom, and then push preview content, such as micro-course videos, teaching slides, learning task lists, pre-class test, etc., to students' mobile phones through WeChat official account of Rain Classroom.

Before class, students should study independently. First, they should check the learning task list and make clear the tasks and requirements of preview. Then they can watch the micro-course video and the slides, learn the specific teaching content, and click the "Don't-Understand" button on the slide to feedback. Finally, they can complete the pre-class test, specifically checking their preview, and then focusing on whatever they make mistakes.

Teachers need to do a lot of preparatory work before class. First of all, they should make micro-course videos and teaching slides. Secondly, they should assign tasks to students and make clear the requirements of preview before class. And they should also check students' preview again to get to know about each student's preview progress, the completion of the pre-class test, and the content that they don't understand. Finally, according to the feedback of students' preview data, the teachers design the discussion topic of "flipped classroom" and carry out precise "flipped".

(2) Task implementation in class

Students scan the code in the Rain Classroom to check in, and the teacher pushes the slides to the students' mobile phone terminals in real time. Teachers carry out the teaching design according to students' completion of preview before class and the feedback of "Don't-Understand" problems, focusing on students' common problems. While the teacher is explaining, students can also make marks on the slides that they don't understand. According to students' marks, teachers timely adjust the

teaching content, so that students can better grasp the knowledge. In small class, discussion can be conducted in groups, and the result of discussion can be presented by "voting". For large class teaching, "bullet screen" enables discussion to be realized and improves students' participation in class. Teachers can push time-limited in-class quizzes, and once the answers are submitted, students can know the result, which improves students' classroom attention.

(3) Consolidating learning after class

Homework is an important form of consolidating and reviewing knowledge. Homework can be pushed to each student through Rain Classroom. Teachers make after-class test according to the learning content, which includes multiple choice, filling in the blanks, short answers, discussion, etc. Students take test through the Rain Classroom in the prescribed time. Teachers check students' answers get to know students' learning and give feedback to the future teaching. Students can interact and discuss with teachers on the WeChat platform of Rain Classroom. Teachers can also design extended learning tasks, provide abundant self-study resources, guide students to study independently, and expand their knowledge.

(4) Process assessment

In order to really improve the teaching effect, the process assessment is very important. Students can pass the assessment only when they play the initiative, actively participate in the classroom teaching, master the necessary knowledge and skills, and improve the corresponding quality. The Rain Classroom can be used to collect students' learning behaviors such as pre-class preview (data study, exercises), class participation (scanning code and signing in, in-class test, class discussion and voting) and homework. The data collection of Rain Classroom is throughout the whole learning process, and all the behaviors and activities of students will be recorded in the form of data, which is also an important basis for the formation of personalized data reports and a key factor for the implementation of diversified evaluation. Rain Classroom can easily realize the accurate quantification of students' classroom performance and knowledge learning, and teachers can directly take these data as the basis of students' performance in the process assessment.

5. DISCUSSION

By actively reforming each key link of C language teaching with the help of Rain Classroom, its unique advantages are reflected in the following four aspects:

(1) Establish a real-time supervision and evaluation mechanism to solve the original unsupervised mechanism of students' preview and review, and effectively overcome students' disorganized and unconstrained pre-class preview and after-class review.
(2) Change the original teaching methods and content. The Rain Classroom is scientifically used to cover the teaching links before and after class, providing complete and three-dimensional data support for

teachers and students, and these complete and three-dimensional data can be the basis for an objective and real evaluation, which makes up for the deficiencies and defects of traditional teaching in the evaluation of students' learning.

(3) The tool is easy to use. As long as teachers can use WeChat and slides, they can easily master the use of Rain Classroom. For students, there is no technical barrier. Instead of controlling them to play with their phones in class, it is better to turn their phones into a tool for their study.

(4) Positive feedback. The existence of time-limited exercises in Rain Classroom improves students' attention. The anonymous "Don't-Understand" button and bullet screen help to improve students' awareness of active participation, active classroom atmosphere, and draw students' attention.

6. CONCLUSION

Flipped classroom teaching model is an effective way to improve the quality of education and teaching, which puts forward higher requirements for university teachers. In addition to having solid professional knowledge, teachers also need to master the basic skills of flipped classroom, be skilled in recording and editing videos, producing excellent micro-course, and flexibly use Rain Classroom to organize teaching processes. By studying the effective teaching method of flipped classroom based on micro-course, this paper improves the teaching effect of C language course and students' learning efficiency, and enhances students' autonomous learning ability and problem-solving ability.

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Analysis on the Development of Artificial Intelligence and Individualized Education

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Abstract: With the increasing demand of education and human beings, and computer and intelligent technology becoming more and more maturing, and the intervention of artificial intelligence has gradually become an accepted inevitable event. Based on the analysis of the disadvantages of the traditional education mode and the advantages of the artificial intelligence personalized education, this paper studies the two main applications of the teaching system and the AI assistant collaborative work based on the current artificial intelligence, and studies the concrete ways of the artificial intelligence and its three advantages of enhancing the educational utility, communicating the information quantity and cultivating the thinking ability of the educational object, and explores the prospects and trends of the artificial intelligence personalized education and the challenges it faces.

Keywords: AI; Internet; Personalized Education

1.THE PREFOMANCE OF THE APPLICATION OF ARTIFICIAL IN EDUCATION IN THE CONTEMPORARY ERA

1.1the Environment Of Education For The Application Of Artificial Intelligence

In the face of the increasing total human knowledge and the demand of students' learning, the traditional large-scale education model has revealed a certain inferiority. In order to meet the requirements of modern society for high efficiency and the humanistic requirement, the individual education, with the help of the Internet, the information database and the computer intelligent system, comes to the top of the wave of possible educational reform, and has emerged in the expectation of the education of individual innovation talents in the 21 st century. Throughout the development of artificial intelligence, it has moved from the marginalized industry to the key position of the developing science and technology industry by aid of computer and automation, becoming the future potential part of human life. The high school incorporated artificial intelligence as an elective course by the suggestion of the Ministry of Education in a few years ago, and intended to train the ability of the students to use artificial intelligence and lay a foundation for further infiltration of the future artificial intelligence. New Media Alliance Horizon Report: Higher Education Edition 2017 predicts that AI will have an important impact on future education^[1]. In that future, the direction of the development of education is to construct a personalized educational system based on the efficient data processing capacity provided by artificial intelligence, and through the aggregate analysis of the individual traits of students, it can provide practical and

personalized training mode, personalized education guidance and personalized course guidance, and provide teachers with the data of the basic course and the students themselves and make some suggestions on the teaching plan based from the teacher's perspective. The teachers and the students can exchange more information and deep communication through the third party, and more effectively promote teachers to understand the basic qualities and basic abilities of each student in order to further develop face-to-face teaching guidance after class. Artificial intelligence makes one-to-one education not just slogans and fantasies, and the educational era, which can give full play to students' strengths, is the basic model of future development.

1.2THE ESSENCE OF THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN EDUCATION

The concept of artificial intelligence, established by Dartmouth College in 1956, is put forward by Dartmouth College in the United States. The essence of artificial intelligence is to make computers simulate human intelligence. Artificial intelligence itself is a bridge automate the existing science, technology and life style of human beings by making rational use of computer technology. The application of artificial intelligence in education is recognized by the auxiliary learning tool of omni-directional scientific guidance for students now. Artificial intelligence education combines the characteristics of low cost, high efficiency and large scale, and makes an effective exploration of students' learning mode and teacher's teaching mode, and implements scientific cooperation of them. The essence of individualized Education Model of artificial Intelligence to be formed by the Evolution of Industrial Intelligence is also a behavior to expand the accuracy of human education to the other party on the basis of simulating the educational ability of human beings.

2.THE PROBLEMS EXISTING IN THE TRADITIONAL EDUCATION MODE

2.1CONTRADICTION BETWEEN HIGH-QUALITY TEACHER RESOURCES AND A LARGE NUMBER OF STUDENTS' NEEDS

According to the historical experience of education, it can be seen that the level of teachers is basically proportional to their job qualifications. Most of the new teachers who do not perform well in the teachers' routine work can make up for their teaching disadvantages by accumulating teaching experience for a long time. Even if the teachers with excellent teaching potential still can not supply high-quality teaching content continuously because of the influence of experience in the initial working stage. The

dual factors of experience and ability have led to the scarcity of the total amount of quality teachers, and the increasing number of students as a result of population growth and their increasing demand for high quality teachers from the same period cause the expectation of the quality and quantity of quality teachers is beyond the scope of resources provided by the current education community. Gradually, the psychological expectation of the two sides appears the phenomenon of communication disorders and demand mismatch, which aggravates the unnecessary competition and affects the social fairness to a certain extent. Students in the primary learning stage of are very dependent on teachers. Excellent teachers can provide students with three-dimensional knowledge of life enlightenment in knowledge, personal development, human life and other aspects, further establish a complete emotional connection chain between teachers and students, and help or guide students to adjust their attitude towards this subject at the level of emotion and relationship, which may reshape students. The lack of quality teachers inevitably affects the cognition and self-ability of marginal students. It may also mislead to the value judgment training for all students.

2.2 CONTRADICTION BETWEEN UNIFIED TEACHING MODEL AND STUDENTS' PERSONALITY CHARACTERISTICS

Different teaching models for different individuals is complex. Because of the limitation of people-oriented education, both scale education and personality education can not be both taken into account. In order to achieve the optimal return on education, people use the unified education model to cultivate students in a way of homogenization and non-differential. With the arrival of the era of laying more emphasis on individualization, the disadvantages of this training model have become the focus of people more and more. Firstly, there is cramming teaching in the unified model, which plays a reverse role in cultivating students' desire for knowledge and innovative thinking ability. Secondly, the unified teaching model makes imperceptible stratification of individual adaptability and communicative competence. Students who adapt to the model can grow sturdily but the ones that not adapt to the model will gradually lose a certain talent under the suppression of hierarchy. The existing education for individuals in schools is based on personal subjective judgment. It is difficult to obtain the same recognition and credibility as the objective evaluation of machine specialization based on the subjective observation of human beings. It is even more difficult to accurately control the students' state and make reasonable prediction and development planning., students' abilities cannot be reasonably demonstrated under guidance.

2.3 CONTRADICTION BETWEEN TEACHER TRAINING COST AND TEACHER QUALITY RESTRICTION

The cost of education and the related cost of later vocational training is higher than that of machine, and it is difficult to beginning and training on a large scale. It is more expensive to train an excellent teacher. It not only needs teachers themselves to learn how to teach well, but

also needs a number of students to become the original capital of their experience accumulation. Nowadays, artificial intelligence is becoming more and more popular, and the scale of education and pertinence in teaching students are developing at the same time. When people consciously compare teachers with all kinds of specialized artificial intelligence involved in the work of education, the "defects" of teachers as mortals are gradually exposed to people's eyes ^[2]: teachers as human beings are limited by the ceiling of the level that human beings can reach. In the aspects of knowledge accumulation and renewal speed, physical and physiological quality, emotional stability and so on, there are limits that human beings can not exceed themselves. People themselves are a collection of defective, and these shortcomings that are difficult to solve through optimization make the performance of the machine in some parts of the operation far exceed that of human beings. Even if the cost of teacher training reaches a certain height and it continues to rise, it may not be able to achieve the same harvest as the cost paid. Relying on human teachers alone for teaching may become a high-cost and low-rate classical teaching model in the future.

3. INDIVIDUALIZED EDUCATION MODEL OF ARTIFICIAL INTELLIGENCE

3.1 ADVANTAGES OF ARTIFICIAL INTELLIGENCE INDIVIDUALIZED EDUCATION

3.1.1 INDIVIDUALIZED EDUCATION OF ARTIFICIAL INTELLIGENCE IS EFFICIENT

Artificial intelligence individualized education can evaluate students in time and accurately, through using the database system established by the data collected from historical students to predict and plan, which greatly improves the efficiency of students' learning, the efficiency of teachers' teaching and the possibility of educational models matching students, so that students with different preferences can adapt to the learning process. In terms of academic performance, artificial intelligence can explain knowledge more deeply and vividly with visual charts or videos suitable for the student's thinking in classroom, deepen students' understanding, give full play to students' dominance of knowledge. It improves the quality level and later application ability of students to accept knowledge. In the process of artificial intelligence guiding thinking and visualization knowledge, students further improve the closed loop of self-logic, expand the ability of self-thinking divergence, and learn to further develop and reform their self-learning ability. Deepening understanding in the classroom, helping students to transform knowledge and thinking in a suitable way, and can adjust the inappropriate training direction in time, can achieve efficient personalized education.

3.1.2 INDIVIDUALIZED EDUCATION OF ARTIFICIAL INTELLIGENCE HAS STRONG PERTINENCE

In the face of the students with a large base, the traditional education model provides only a single training model. The individualized education of artificial intelligence can provide corresponding teaching assistance to the students according to their own characteristics, such as the

extension and interpretation of the classroom content within the scope of interest of the students, and the corresponding delineation of the content and quantity of the homework according to the situation of the students after class. It can even analyze that which learning environment students are suitable for providing them more in-depth distribution and adjustment. Secondly, the artificial intelligence education system plays a strong auxiliary role in the daily learning interaction of students [3]. Students can communicate with the learning system anytime and anywhere, or put forward new ideas about a problem. According to the new idea of the question, the system arranges the teacher to answer it in detail according to the level of the question, and it can also communicate with the student emotionally to help the student get rid of the boredom caused by the repetitive study life. And with regard to the research and development of fine artificial intelligence personalized education, North Carolina State University has developed technology to recognize and collect students' facial expressions to predict students' learning results, and adjust their teaching plans accordingly. [4] The information channels that help students and teachers understand each other in depth before interaction can also be opened up by artificial intelligence, in order to focus on making up for carry out all-round knowledge, thinking and skill.

3.1.3 INDIVIDUALIZED EDUCATION OF ARTIFICIAL INTELLIGENCE HAS CONTINUOUS PLASTICITY

The number of controllable functions by computer and the space in which functions can develop are limitless. In the process of improving the functions of educational artificial intelligence, the problems of artificial intelligence can be optimized continuously and effectively, and the ability category and capacity of artificial intelligence can be iterated at the right time to make artificial intelligence personalized follow up the development and change of the concept and trend of the times. The users who use the end can put forward some suggestions on the application of artificial intelligence in education, and the learning mode of artificial intelligence can also make up for itself at the right time, such as making the language expression more humanized, and carrying on the self according to the students' performance of classroom and the results of the later follow-up test to carry out self correction.

3.2 CONCRETE MEASURES FOR INDIVIDUALIZED EDUCATION OF ARTIFICIAL INTELLIGENCE

3.2.1 ESTABLISHMENT OF AN INTELLIGENT TEACHING SYSTEM

The research on the integration of artificial intelligence and education is constantly developing and changing, and people's expectations for artificial intelligence are much higher than at any stage in history. Artificial intelligence is not only in the laboratory of science and engineering, but also in people's social behavior, especially in the application in education. According to the in-depth development of artificial intelligence education technology, its existing application form is mainly intelligent teaching system. Intelligent teaching system is

developed with the assistance of computer teaching. It takes students as the center of the system, simulates the thinking process of teaching experts through the auxiliary appliance of computer, and thus forms an open intelligence capable teaching system. [2]

At present, the intelligent teaching system has gradually penetrated into the educational network and people's educational life, covering the age stage with a long span and wide space, the main embodiment of which is still the students in the basic education. The intelligent teaching system is mainly composed of four parts: knowledge base, student section, teaching section and natural language intelligent interface. [1] The intelligent teaching knowledge base is established by the data of students' learning situation and learning effect in the past. The student section mainly makes special diagnosis for students, prescribes special prescription, and the teaching section focuses on the resource push, process summary and analysis of teaching situation. The part of natural intelligent language makes artificial intelligence and educational objects more integrated. More and more intelligent teaching systems tend to play an indispensable supporting role in education, and it also indicates that the integration of artificial intelligence and education is a realistic trend.

3.2.2 ARTIFICIAL INTELLIGENCE ASSISTANT TEACHING ASSISTANT WORKS TOGETHER

The artificial intelligence (hereinafter referred to as AI) and the teachers cooperate with each other to educate the students, and make up for each other's shortcomings. In recent years, a number of Internet high-tech companies have released conceptual products on "future classrooms", describing the construction and working methods of future classrooms, emphasizing teachers' real-time monitoring and remote expert guidance, attaching importance to the creation of real situations and learners' self-inquiry in teaching, and focusing on the combination of 3D printing technology to promote students' creative learning in experiments, which embodies a smart curriculum model of excellent human-computer interconnection. [2] From the improvement and creation of high-end engineering products to the optimization and integration of human social behavior, the advanced technology of automation has stepped into the routine track of people's life from indirectly improving people's awareness of science and technology and the feeling of life being scientific and technological. The collaborative work of teachers and AI assistants has also proved that AI is becoming more and more popular. The teachers and AI assistants are in charge of different areas, and the fine distribution makes the teaching tasks effectively and smoothly. AI teaching assistants manage the distribution and task arrangement of course materials before class, observe students' listening state and the degree of acceptance of knowledge in class, evaluate students' homework after class, and pay attention to students' mental health and physical health in time, so as to help teachers understand students' trends and tasks and guide them in time.

3.3 THE ROLE OF ARTIFICIAL INTELLIGENCE

INDIVIDUALIZED EDUCATION

3.3.1 ENHANCING THE EFFECTIVENESS OF EDUCATION

Under the condition of certain educational ability, to enhance the quality of students must rely on the improvement of educational utility. Neuro-scientist Judy William once stated that people only collect and transform information that their brains pay attention to or important to form long-term memories. Educational ability is the content and rate of knowledge input from teachers to students, and the educational utility is more inclined to measure students' ability to apply knowledge for a long time.

3.3.2 INCREASE THE AMOUNT OF INFORMATION STUDENTS LEARN

The AI system's equal and timely attention to students provides enough space for students to ask questions and learn, encouraging students to express their views. Artificial intelligence brings a huge network of historical and empirical knowledge together, which can discuss views or answer doubts with students in a timely and effective way. At the same time, artificial intelligence has a multi-dimensional and rich three-dimensional character, which can stimulate the memory layer of people's mind.^[5] Rational use of artificial intelligence knowledge network will be conducive to students themselves to carry out creative contact with what they have learned, change into thinking collision in further discussions with people or machines, open up knowledge exchange channels, but also open up thinking dimensions. For the accumulation of the historical experience, the students can get the knowledge or the point of view which is instructive to the thinking in time, and in such a learning cycle, the students can more know to use and raise one-to-three.

4. THE PROSPECT AND CHALLENGE OF THE INDIVIDUALIZED EDUCATION OF ARTIFICIAL INTELLIGENCE

4.1 PROSPECTS FOR INDIVIDUALIZED EDUCATION OF ARTIFICIAL INTELLIGENCE

The basis of artificial intelligence is data and algorithm, which are at the front of the trend of the development of the times. Artificial intelligence itself is the darling of Big Data Time. With the growth of information space, the increase of people's awareness of data processing, the change of educational demand and training goal, the advantages of the integration of artificial intelligence and education have been gradually drawn into the center of observation. At present, the human social structure has changed from the dual structure of physical space-social space to the ternary structure of physical space-social space-information space^[6], which gives more opportunities for the development of artificial intelligence.

4.2 THE CHALLENGE OF ARTIFICIAL INTELLIGENCE INDIVIDUALIZED EDUCATION

At present, The combination of artificial intelligence and education is still insufficient, and if the training arrangements are carried out blindly according to the potential or interest of the students assessed, it will reduce the students' chances of developing themselves in other ways. Lack of ability of artificial intelligence to

communicate with human being as a natural defect is hard to avoid, simple artificial intelligence can not be able to observe the complex emotion of human, find subjectivity problem, and can not communicate with people deeply. The use of artificial intelligence has a risk of reacting to some of the students whose minds are not in the study. In order to be better for the function of artificial intelligence and to make artificial intelligence learn and upgrade well, it is necessary to increase the use of time and space of artificial intelligence. And If we monitor the development of students in an all-round way, we may make students feel the pressure of being monitored all the time, and have a rebellious psychology. Different individuals have different acceptance degree and adaptation limit of artificial intelligence, it is difficult to avoid the change of students' mentality caused by the use of artificial intelligence.

5. CONCLUSION AND ENLIGHTENMENT

As a new product, AI's process of integration with traditional social activities education is bound to have developing value but also reform difficulties. Nowadays, people's demand for spiritual ability and material exploration is becoming more and more obvious, the cultivation consciousness of innovation is in the enhancement stage, the ability of artificial intelligence to grasp the future and the ability to guide innovative thinking are more and more favored by educators.

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Study on The Impact of Agricultural Scientific and Technological Innovation on The Operating Efficiency of Agricultural Listed Firms

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Abstract: With the 19th national congress report taking the Rural Revitalization Strategy as a firm strategic goal, scientific and technological innovation has become the central idea of China's development. Using the data of China's agricultural listed firms from 2011 to 2020, this paper first calculated the Malmquist index of agricultural enterprises, and then used GMM model to analyze the impact of scientific and technological innovation on efficiency. The results show that: first, scientific and technological innovation has a significant impact on agricultural listed firms, mainly reflected in the agricultural, forestry, animal husbandry and fishery production services and agricultural processing and manufacturing industries; second, the influence of scientific and technological innovation on enterprise management lags behind; third, for the efficiency of agriculture, forestry, animal husbandry and fishery production service industry and agricultural processing and manufacturing industry, R&D input has a lagging promoting effect.

Keywords: ML Index; Scientific And Technological Innovation; Agricultural Listed Firm; GMM Model

1. INTRODUCTION

With the deepening of economic globalization, the role of scientific and technological innovation in promoting economic development has become increasingly prominent. For enterprises, only continuous innovation can ensure the survival and development [1]. China's agricultural R&D funds reached 19677.9 billion yuan, R&D funds and personnel investment are still increasing year by year In 2018. Therefore, exploring the impact of scientific and technological innovation and other influencing factors on the operating efficiency of agricultural listed firms is of great significance to enhance the competitiveness of enterprises, promoting the development of agricultural economy and implement the rural industry revitalization policy.

2. RESEARCH

2.1 OVERVIEW

While China's agricultural total factor productivity increasing significantly as a whole, there are great temporal and spatial differences within China, the East, Middle and West regions show a decreasing trend step by step [2-3]. Among them, most provinces in the eastern region are at a relatively high level in terms of technical efficiency, the scale efficiency of the central region is at an average level, and the technical efficiency of all

provinces in the western region is at a low level as a whole [4]. Scientific and technological innovation can significantly promote the efficiency of the current period and lagging phase I and phase II. Different degrees of R&D investment can lead to different degrees of growth of production performance [5-6]. Different industries pay different attention to R&D activities [7], and there is a large gap in R&D investment [8-10]. There is a significant U-shaped relationship between R&D investment and economic performance [11-15]. To sum up, the existing research focuses more on the impact of scientific and technological innovation on the company performance, but there is less research on the impact of agricultural scientific and technological innovation on the operating efficiency of agricultural listed firms. This paper calculates the Malmquist index of Chinese agricultural listed firms and decomposes the efficiency, then establishes a dynamic panel GMM model, This paper studies the impact of agricultural scientific and technological innovation on the operating efficiency and decomposition efficiency of agricultural listed firms.

2.2 METHOD

The dynamic panel data model considers that the efficiency of agricultural listed firms in the current period is likely to have an impact on the efficiency of agricultural listed firms in the next period or multiple periods [16]. By introducing the efficiency lag term into the panel data model, the correlation between explanatory variables and disturbance terms in the model can be effectively eliminated because the efficiency lag term is not considered. This paper studies the influencing factors of agricultural efficiency by constructing a dynamic panel data model, and introduces the lag term of the index into the model as a variable to further reduce the impact of various agricultural enterprises due to their own efficiency changes. The model is expressed as follows:

$$Y_{it} = \beta_1(Y_{it-1}) + \beta_2(rds_{it}) + \beta_3(rds_{it-1}) + \beta_4(ser_{it}) + \beta_5(ser_{it-1}) + \beta_6(ois_{it}) + \beta_7(ois_{it-1}) + \beta_8(ne_{it}) + \beta_9(cair_{it}) + \varepsilon_{it} \quad (1)$$

Among them, Y_{it} is the explained variable, $i = (1, 2, \dots, 284)$ and $t = (1, 2, \dots, 8)$, respectively representing agricultural operation efficiency MI, technology change index (TC), pure efficiency change index (PEC) and scale efficiency sec, Y_{it-1} represents the first lag term of the efficiency index of each agricultural listed company, if Y_{it-1} and x_{it} does not exist with ε_{it} the correlation of past, present and future values of these control variables is strictly exogenous; $\beta_j = (\beta_1, \beta_2, \dots, \beta_9)$ is a coefficient

representing a variable x_{it} impact on agricultural efficiency.

Set the tool variable to z_{it} (may be related to x_{it} with duplicate parts), w_{it} from $\{y_{it}, x_{it}, z_{it}\}$ it is composed of non-repeating variables and does not contain constant terms. And random process is required w_{it} it is an asymptotically independent stationary process, and the tool variables are set reasonably. The instrumental variables in this paper are the lag period of R&D investment rds, asset liability ratio ALR, asset return ROA, whether the enterprise has R&D investment Rd, current asset to income ratio CAIR and overseas investment OIS. The selected variables passed the endogeneity test, and there was no endogeneity between the variables. In this paper, Hansen test is used to test whether the constraints of the model are over identified, that is, to test whether the tool variables we set are legitimate. In addition, if there is no second-order sequence correlation in the residual test, it can be considered that there is no sequence correlation in the residual.

2.3 INDEX SETTING OF EFFICIENCY INFLUENCING FACTOR MODEL

Dependent variable: The dependent variables of this paper are the ML index of agricultural management

Table 1 descriptive statistical analysis of efficiency influencing factors and indicators

variable	Variable name	sample size	mean	minimum	Maximum	Calculation method or source
MI	Malmquist index	1994	1.02	0.36	2.94	Solved by maxdea
TC	Technology change index	1994	1.02	0.49	2.32	Solved by maxdea
PEC	Pure technical efficiency change	1994	1.01	0.31	3.77	Solved by maxdea
SEC	Scale efficiency change	1994	1.00	0.35	2.67	Solved by maxdea
ser	Shareholder equity ratio	1994	0.60	-0.29	15.16	Owner's equity / total assets
ne	Number of employees	1994	5177.75	11.00	68986.00	CSMAR
cair	Ratio of current assets to income	1994	1.04	0.04	66.86	Current assets / operating income
rds	R&D investment amount (ten million)	1994	4.81	0.00	414.82	CSMAR
ois	Overseas investment (ten million)	1994	110.92	0.00	27289.61	CSMAR

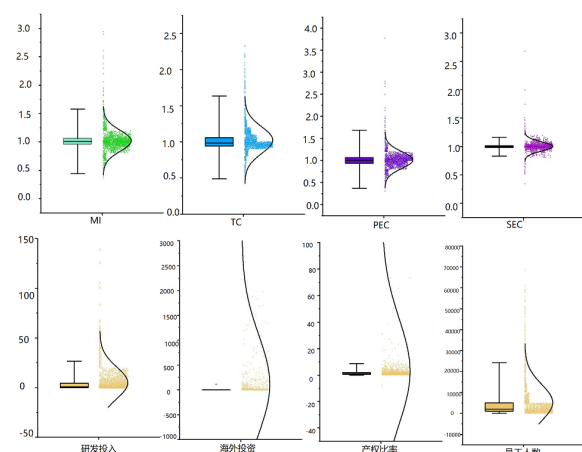


Figure 1. Drawing variable box diagram

From the variable box diagram and scatter diagram drawn in Figure 1, it can be seen that the variables approximately obey the normal distribution, most of the data are near the median, 50% of the data are included in the quartile, and the number of extreme values of variables is small.

3.RESULT ANALYSIS OF INFLUENCING FACTORS

Based on the construction of the above empirical analysis

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efficiency and its decomposition efficiency: technical change index (TC), pure technical efficiency change index (PEC), scale efficiency index (SEC).

Core explanatory variables.

R&D investment amount (RDS): This paper uses the amount of R&D investment to represent the innovation ability of enterprises. Innovation driven theory holds that innovation is a dynamic process of industrialization and commercialization of enterprises. By realizing technological progress and improving the operation efficiency of enterprises, greater profits can be obtained [17-18]. As a large agricultural country, agricultural scientific and technological innovation and achievement transformation are very important, which is also the focus of this paper.

H1: there is a positive impact between R&D capital investment and MI, PEC, SEC and TC of agricultural listed firms, and there is a lag effect. The research shows that the larger the enterprise scale was, the more scientific research funds invested, the higher the operation efficiency of the enterprise, which will further expand the enterprise scale.

The descriptive statistics and acquisition methods of the variables used in this modeling are shown in Table 1.

model, this paper uses the dynamic panel regression model to empirically test the action mechanism between the MI, TC, PEC, SEC index and various influencing factors of the listed firms selected in this paper, and further makes a comparative analysis by industry and region.

3.1 ANALYSIS ON THE FACTORS AFFECTING THE EFFICIENCY OF ALL AGRICULTURAL ENTERPRISES

It can be seen from table 2 of the regression results that Hansen test is adopted in this paper, and the original assumptions are rejected, which verifies the correctness of the dynamic model design, and there is no over identification, and there is no weak instrumental problem in the selection of each tool variable, so the design is relatively reasonable. By testing the p value of the first-order and second-order sequence correlation tests, we can see that there is no second-order sequence correlation in the empirical regression results of dynamic panel data in this paper. Therefore, we can believe that the dynamic empirical analysis results of this paper are relatively robust.

There is a negative correlation between R&D investment (rds) and comprehensive efficiency (MI index), that is, R&D investment lags behind the efficiency development

of agricultural listed firms. For each unit of R&D investment, the agricultural operation efficiency Mi decreases by 0.0783%, while the technical change TC increases by 0.0967%, the pure technical change index PEC increases by 0.0166%, and the scale efficiency sec increases by 0.0132%. For example, from 2015 to 2019, the R&D investment of the enterprise decreased, but the operating efficiency increased; From 2018 to 2019, Baolian Co., Ltd. experienced a significant increase in R&D investment and a decrease in enterprise operating efficiency. The analysis results of GEM firms by Liu Jianmin et al. (2018) show that R&D innovation is positively correlated with enterprise efficiency, and there is lag[19]. There is income lag in R&D investment, and no results can be seen in the short term. The process of transforming R&D achievements into market-oriented products takes up to several years, which is more consistent with the views of predecessors. Agriculture has low benefits and high risks[20], which is an industry greatly affected by the natural environment. Compared with other types of enterprises, agricultural enterprises have higher innovation costs and greater risks than other types of enterprises. It is much more difficult for agricultural enterprises to improve their business efficiency through innovation than other categories of enterprises[21]. The first-order lag term of shareholder

equity ratio (ser) has a significant impact on comprehensive efficiency (MI index) and technical change (TC), and there is a positive correlation, and there is a significant negative correlation on pure technical efficiency (PEC). Ratio of shareholders' equity lagged for the one period, For each additional unit, the MI of agricultural operation efficiency increases by 18.7%, the TC of technological change increases by 25.3%, and the PEC of pure technological change index decreases by 5.35%. The ratio of shareholders' equity mainly reflects the changes of its capital risk. Therefore, a higher ratio of shareholders' equity is conducive to the agricultural listed firms to resist capital risk[22], so as to improve the enterprise operation efficiency. The number of employees (ne) has a significant impact on the comprehensive efficiency (MI index) and has a positive correlation. In China's agricultural enterprises, whether it is agriculture, forestry, animal husbandry and fishery service industry or retail and wholesale industry, a large number of employees are needed for production. The first-order lag term of overseas investment (ois) has a significant impact on the comprehensive efficiency (MI index), and there is a negative correlation, that is, overseas investment slows down the efficiency development of agricultural listed firms [23].

Table 2 Analysis on Influencing Factors of efficiency decomposition of all agricultural enterprises

	(1)	(2)	(3)	(4)
	mi	tc	pec	sec
L.MI	-0.393***	\	\	\
L.TC	\	-0.616***	\	\
L.PEC	\	\	-0.448***	\
L.SEC	\	\	\	-0.0714
ser	-0.359***	-0.146	-0.236	-0.0157
L.ser	0.187***	0.253***	-0.0535*	-0.00423
ois	-0.00000207	-0.00000133	0.00000393	5.36e-08
L.ois	-0.0000142**	0.00000125	-0.00000589	0.00000337
rds	-0.000783	0.000967	0.000166	0.000132
L.rds	-0.00251	-0.00208	-0.00162	0.000123
ne	0.0000131***	-0.000000933	0.00000583	-0.00000149
cair	-0.0185*	-0.0106**	0.0110	-0.00549**
cons	1.541***	-0.146	-0.236	-0.0157
N	1428	1428	1428	1428
Hansen test	0.150	0.020	0.000	0.003
AR(1)	0.000	0.002	0.027	0.046
AR(2)	0.572	0.014	0.712	0.317

***, **, * respectively indicate that it is significant at the significance level of 1%, 5% and 10%

3.2 ANALYSIS ON THE INFLUENCING FACTORS OF EFFICIENCY OF AGRICULTURAL LISTED firms BY INDUSTRY

It can be seen from table 3 that for industry I, the current R&D investment (rds) has a significant negative correlation effect on MI index and pure technical efficiency (PEC). From the coefficient, it can be seen that for each unit of R&D investment, the agricultural operation efficiency Mi decreases by 1.33%, the technical change TC decreases by 0.144%, the pure technical change index PEC decreases by 1.3% and the scale efficiency sec increases by 0.0234%. However, the lag of R&D investment has a significant positive correlation between MI index and pure technical efficiency (PEC). From the coefficient, it can be seen that for each unit of R&D investment, the MI of agricultural operation

efficiency increases by 0.97%, and the pure technical change index PEC increases by 0.722%. For example, from 2012 to 2019, Fengle Seed Industry experienced an increase in R&D investment, resulting in a decrease in operating efficiency, but the lag of R&D promoted efficiency growth. The current R&D cannot see results, and a fixed amount has been invested, which slows down the development of agricultural operation efficiency, but plays a positive role in the operation of the next phase and promotes the improvement of operation efficiency. For industry 2, the first-order lag term of R&D investment (rds) has a significant negative correlation with the MI index and technological change (TC). From the coefficient, it can be seen that for each unit of R&D investment, the MI of agricultural operating efficiency decreases by 0.817%, At the same time, the technical change TC decreased by

0.868%. For example, in 2017-2019, Jingling holdings increased its R&D investment, showing a continuous decline in enterprise operating efficiency and technological changes. For the agricultural processing and manufacturing industry, the R&D investment has a

relatively slow effect. With the continuous growth of R&D level, it will have a significant positive impact on enterprises. For industry 3, the impact of R&D investment on agricultural efficiency is not significant.

Table 3. Analysis on Influencing Factors of efficiency decomposition of industry agricultural enterprises

		(1)	(2)	(3)	(4)
		mi	tc	pec	sec
Industry I	rds	-0.0133**	-0.00144	-0.013***	0.000234
	L.rds	0.00970**	0.000822	0.00722**	0.000709
Industry II	rds	0.00152	-0.000217	0.000637	0.00291
	L.rds	-0.00817**	-0.00868**	-0.00196	-0.00434
Industry III	rds	-0.000401	0.00045	0.000573	-0.000684
	L.rds	-0.000958	-0.000472	-0.00117	0.000661

4.CONCLUSION

The regression results show that: (1) R&D investment (rds) has a significant negative correlation between comprehensive efficiency (MI index) and technology change (TC), and R&D investment limits the operating efficiency of enterprises to a certain extent. For agriculture, forestry, animal husbandry and fishery production service industry and agricultural processing and manufacturing industry, the current R&D investment inhibits the agricultural operation efficiency, but its first-order lag term promotes it(2) The first-order lag term of overseas investment (ois) has a significant negative correlation between comprehensive efficiency (MI index) and technological change (TC). Overseas investment is a long-term operation project, which cannot get high income in the short term, and agricultural listed firms have insufficient overseas investment experience and low efficiency. Overseas investment lags behind the first stage, promoting the development of agriculture, forestry, animal husbandry and fishery production services and the operation and development of the central region(3) The first-order lag term of shareholder equity ratio (ser) has a significant positive correlation between comprehensive efficiency (MI index) and technological change (TC). A higher shareholder equity ratio is conducive to agricultural listed firms to resist capital risk. So as to improve the operation efficiency of enterprises(4) The number of employees (ne) has a significant impact on the comprehensive efficiency (MI index) and has a positive correlation.

Therefore, in order to improve the operation efficiency of China's agriculture, based on this study, the following suggestions are put forward:(1) reform the agriculture, forestry, animal husbandry and fishery service industry in agricultural enterprises to improve the efficiency of grass-roots production service industry(2) For the development of agricultural enterprises, we should not only see the short board and ignore our own advantages, but strive to achieve the common growth of technological change and efficiency change.

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The authors declare that they have no conflict of interest.

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Applying Knowledge Visualization Tools to Enhance Art Design Teaching

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Abstract: Knowledge visualization is a direction of teaching reform and development in recent years. Mind mapping, as an efficient graphical thinking tool, is widely used in work and learning. Through the research on the basic theory of knowledge visualization and the discussion of teaching significance, taking the mind mapping tool as an example, this paper analyzes the practical application of Visual Mind Mapping in art design teaching.

Keywords: Knowledge Visualization; Art Design Teaching; Mind Mapping; Application Effect

1. THEORETICAL BASIS OF KNOWLEDGE VISUALIZATION TEACHING

With the advent of big data and information age, people receive information every day becomes fragmented and diversified, and the requirements for data information are also increasing. People as sensory animals, access to information, data, knowledge is mainly from the visual, the more obvious the visual characteristics of information data and knowledge more able to catch people's eyes. As a higher-level product of information encoded and processed, knowledge is the most important component in people's learning and memory. How to accurately, vividly and intuitively convey knowledge in teaching depends on teachers' knowledge level and the efficient use of teaching tools. The concept map, mind map, cognitive map and semantic network contained in knowledge visualization are effective information exchange tools and teaching tools,[1] which use visual performance to promote the dissemination of group knowledge. In addition to transmitting information, knowledge visualization also helps people rebuild, memorize and apply knowledge.

1.1 INFORMATION PROCESSING THEORY

Gagne's information processing learning theory regards the human learning process as an information processing process, that is, students receive stimuli from the environment, and then these stimuli will promote the sensor to complete the transformation of neural information, which is stored in the brain. In this process, students can carry out follow-up learning activities only when they carry out selective perception with external stimuli (distinguishing the stimuli they concern from other stimuli). Knowledge visualization is actually the product of information processing, and not just a single processing. Information is simply processed as one or more data in the first contact with the human brain. With the deepening of learning, people continue to strengthen perceptual memory through vision, hearing and touch, know the real situation of things, and gradually form their own cognition of things. After reaching a certain degree of familiarity, the cognition is summarized, hierarchically

combed, structured, visualized and other logical and image operations to complete the process of knowledge visualization.

1.2 VISUAL THINKING THEORY

According to Arnheim's theory of visual thinking, vision and thinking are interlinked. Vision itself describes the objective object actively, not passively. And vision occupies the vast majority of people to obtain information and knowledge from the senses, it selectively captures and thinks about objective things. After people have a certain understanding and perception of things, they have formed their own abstract cognition and image cognition in their minds. Based on the theory of visual thinking, art design teaching can intuitively describe the teaching content through images, tables or animations to achieve the goal of knowledge visualization. Also in the process of learning, students can output knowledge visualization charts to reversely strengthen their understanding, thinking and summary of knowledge.

1.3 DUAL CODING THEORY

The representation field of cognitive processing includes image system and language system. Because when images and languages express and present information and things, the processing ways of human brain are obviously different. In the teaching of knowledge visualization, firstly, the teaching content is visually described by visual tools, and then supplemented by the explanation of language to present complex, abstract and incomprehensible knowledge or design ideas, which can not only deepen students' sensory stimulation, but also facilitate students' understanding of knowledge. Knowledge visualization follows and makes use of the double coding rules of human brain for two kinds of knowledge representation (image and language), which effectively improves the efficiency of knowledge acceptance and transformation.

2. SIGNIFICANCE OF INTRODUCING KNOWLEDGE VISUALIZATION TEACHING

2.1 HELPING TEACHERS INTEGRATE KNOWLEDGE AND CLARIFY IDEAS

Visual teaching is the use of graphic, graphic form to induce students' vision, so as to stimulate students' interest and enthusiasm in learning, to achieve the purpose of rapid dissemination of knowledge. In visual teaching, teachers guide the whole teaching activities and students' learning activities, and their mastery of knowledge determines the overall quality and efficiency of teaching. The knowledge students receive from teachers is not only rigorous, scientific and systematic, but also experiential, perceptual and brief. Before the start of teaching activities, teachers summarize, refine, simplify and organize knowledge by using visual tools such as advance

organizers, mind maps and concept maps, strengthen their understanding and analysis of teaching content, and clarify the ideas of teaching knowledge, which is conducive to their brief and accurate explanation of students in the classroom.

2.2 PROMOTING CLASSROOM EFFICIENCY BY MEANS OF ABSTRACT KNOWLEDGE REPRESENTATION

Knowledge visualization can accurately present concepts and principles in the shortest time with the most refined and condensed text and images. Tables with high generalization ability structure knowledge to make knowledge intuitive and easy to remember. Symbols can trigger design inspiration, colors can optimize design beauty, and images can describe design objects. Using these tools together in knowledge dissemination can reduce the visual burden of pure text reading. Through graphics, symbols, animations and videos, we can intuitively describe the change and development process of things and the laws therein. Students can acquire knowledge clearly and conveniently, understand, accept and memorize knowledge effectively, and improve classroom efficiency effectively.

2.3 IMPROVING STUDENTS' GENERALIZATION ABILITY AND INNOVATIVE THINKING

The professional nature of art design requires students to have strong spatial imagination and creativity, and design is also inseparable from the sensitivity and understanding of various symbols and graphics and other elements. In the process of knowledge visualization teaching, students can follow the visualization charts displayed by teachers in the classroom, listen to teachers' detailed explanations and innovative ideas of charts, study their representation methods, integrate knowledge independently, and draw their own fine mind map or other visualization charts. [2]Through this knowledge visualization display and training, enhance their innovative thinking and abstract generalization ability.

3. CASE ANALYSIS OF VISUAL MIND MAP IN ART DESIGN TEACHING

Mind mapping emphasizes students' thinking process and is a visual tool for divergent thinking. Dewey, a famous American educator, once put forward: 'The only direct way to improve teaching methods and learning methods is to focus on the strict requirements of thinking, promote thinking and test thinking. [3]Therefore, it is of great significance to carry out the teaching reform of knowledge visualization by using mind map.

3.1 THE CONNOTATION OF MIND MAP

Mind mapping was proposed by memory master Tony Buzan in the 20th century. It is a typical graphical tool for knowledge visualization. It diverges through a central theme to form a network of thinking, and puts the information of each key text or image to be presented on a node, and then takes this node as the center to disperse many branches around. Each node and branch are arranged and combined according to their hierarchical relationship, and are connected with lines, supplemented by color styles to distinguish features, and finally form a mind map. The divergent thinking used in mind map is

based on the theory of brain science research, simulating the human brain, making full use of the physiological function and thinking law of the left and right brain, simple, intuitive and effective display of human ideas and concepts.

Mind map is not only an intuitive display and improve efficiency, but also an expression tool for artistic design thinking. Different from the rigorous linear mathematical logic thinking, the innovation of art design often requires rich imagination, and the complex things or phenomena in life are summarized and expressed by simplified words and graphics. As an effective graphic thinking tool, mind mapping can effectively improve the thinking divergence ability of students majoring in art design in creative design and the ability of summarizing knowledge.

3.2 APPLICATION OF MIND MAP IN ART DESIGN TEACHING

In the era of underdeveloped information technology, teachers and scholars can only present knowledge visualization by hand-painted. With the development of data processing technology and computer software technology, knowledge visualization can also be achieved through mobile terminals, and long-term preservation and dissemination. Several existing knowledge visualization tools include concept map, mind map, cognitive map, semantic network, etc. Tony Bozan first invented the mind map as a way of taking notes, a tool for divergent thinking that can be effectively used in ideas, notes, group discussions and presentations. Nowadays, mind mapping is widely used in thinking training, personal summary, work management, organizational training, classroom teaching summary and review. The process of making and improving mind map is also the process of exploring, solving, summarizing experience and forming a system for all kinds of knowledge and problems.

At present, the mind map tools commonly used by teachers in teaching activities include Inspiration, MindMapper, Mindmanager, these computer software, but also includes some web pages and mobile terminal knowledge visualization online platform. In art teaching, teachers and students often use bubble diagrams, tree diagrams, flow charts, or graphic types similar to the shape of the brain nerve hub to sort out the design ideas. Image graphics increase the artistic sense of design creativity. Mind map can be used for pre-work conception, key problem thinking, group brainstorming and final creative display to promote the effectiveness of thinking divergence and thinking arrangement.

3.3 CASE ANALYSIS OF MIND MAP TEACHING IN VISUAL COMMUNICATION DESIGN COURSE

Visual communication design is a plane category of art design, which belongs to a highly practical specialty. It focuses on developing students' thinking and cultivating students' multiple thinking methods. Graphics, text and color are the basic elements of visual communication design, which objectively meets the needs of teaching visualization application and provides higher standards for teaching visualization.

The creative thinking training of this major is a thinking-oriented course, which converts abstract thinking into

concrete visual image and stimulates students' imagination. Taking the '<Creative Thinking Training>' course as an example, this paper analyzes the teaching of knowledge visualization mind map:

3.3.1 INSTRUCTION OBJECTIVES

Knowledge and skills : students need to understand the basic knowledge of creative thinking, and independently construct mind maps and design creative graphics according to the knowledge of creative thinking.

Process and Method : Teachers teach mind map drawing method, students group cooperation, group brainstorming, integration of creative final design.

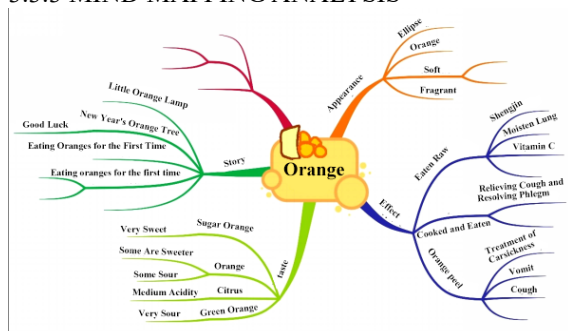
Emotion and Values : Students should first understand the theme and background of design, understand the role of mind map in the process of creative formation of divergent thinking and inspiration, and then integrate emotion into design works to create a temperature and depth of design.

3.3.2 TEACHING PROCEDURE

In the specific teaching process, teachers should first teach students the use methods and drawing skills of mind mapping, and show students the knowledge and innovative requirements of teaching points in the form of mind mapping. Then according to Gardner's theory of multiple intelligences, students are grouped according to logical ability, visual ability, interpersonal personality and other factors, and try to maintain homogeneity and heterogeneity between groups, so that students with different experience and expertise can help each other. Then, the group can carry out creative discussions through brainstorming, unify ideas, divide and cooperate, and create design drawings and mind maps. Finally, the communication and learning between groups are conducted through the method of group presentation to learn from each other to achieve the best effect.

When students draw mind maps, first, they should find out some keywords around the theme and put them in the center of canvas or paper (equivalent to the central nervous system of human brain). Second, think out phrases or drawings that reflect the subject according to keywords and draw or write on paper. Third, around the keyword divergence of multiple branches to express the main point of thinking, try to use graphics, images, symbols or refined simplified text, phrases to express things and ideas. Finally, around the central theme, derived starting scattered thinking related content, and timely records the idea.

3.3.3 MIND MAPPING ANALYSIS



When trying to use mind mapping tools, teachers can choose the most representative and divergent fruits as the theme of mind mapping. Students may associate with

apples, oranges, bananas and pineapples and add corresponding images to describe their thinking. Then divergent thinking based on the new sub-theme, such as the shape of the orange, the flavor of the orange, the role of the orange and the story of the orange. Different graphics, different colors and different sizes are used to distinguish them, and their hierarchical relationships and properties are intuitively and concretely expressed.

When creative thinking is carried out with mind map, each key point and idea can be recorded in the form of keywords. The top keyword is its main classification, and the next keyword is its derivative. So the whole process of thinking to sort out a complete record, vividly presented inspiration and ideas. This visual graphics not only increases the interest of teaching, but also arouses students' attention and interest in learning.

In short, mind map makes art design teaching visible. After each idea and each inspiration are divergent into a more concrete and comprehensive design by mind map, they are gathered into the original design theme to form a panorama. The application of mind map can not only effectively find out the key and difficult points in learning, but also effectively sort out the knowledge framework and integrate the teaching content to improve students' innovative thinking.

3.4 CASE ANALYSIS OF MIND MAP TEACHING IN INTERIOR DESIGN COURSE

Interior design belongs to the three-dimensional category of art design, which also requires students' spatial imagination and innovation ability. Using mind map can promote students' conception and expression of interior design. The following figure takes '<Exhibition hall design>' as an example for interior design case teaching mind map (too much content, only intercept part for analysis):

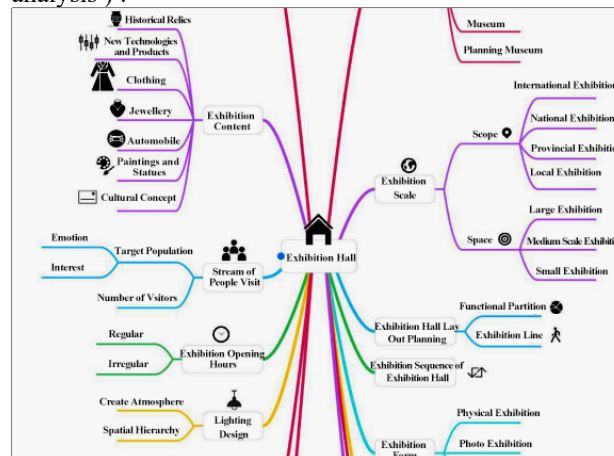


Figure 2. Mind map of the exhibition hall (picture source: author design)

Exhibition hall is a space for display and demonstration activities to convey specific information. The purpose and significance of the exhibition are realized by integrating the best spatial relationship of objects, people and fields. [4]The exhibitions in the figure include historical relics, paintings and statues, new technologies and new products, cultural concepts, clothing, jewelry, automobiles and so on. The opening time of the exhibition hall is determined by its nature and external environmental factors, and the time

is regular or irregular. Exhibition hall layout planning mainly from two aspects, functional partition and viewing line, functional partition determines the viewing line, so the order of exhibition in functional partition plays a key role. The interior space design of the exhibition hall mainly includes lighting, color, softwear, display, material design, etc. These elements directly affect the atmosphere and level of space, and cause different psychological feelings.

Thus, through the visual mind map, the exhibition hall design is presented in a clear way of thinking, the knowledge system is constructed in a graphic way, and the abstract text information is transformed into an intuitive visual language. It is not only helpful for teachers to clarify teaching ideas, but also helpful for students to have a complete design concept. It is an efficient graphic thinking tool.

4. CONCLUSION

In the category of curriculum teaching, visual mind map or other visual tools connect all kinds of knowledge, and then spread out through modern teaching technology and teaching network, which also reflects the father of modern management Peter Drucker ' s thought of knowledge management. The 19th National Congress of the Communist Party of China has strengthened the strategic concept of " promoting the modernization of education by informatization and realizing the leapfrog development of basic education ". It can be seen that the development and popularization of knowledge visualization in the future will be expected. Knowledge visualization is a new teaching tool, but under the background of the rapid development of computer software technology and data technology, more and more people find its practicability, convenience and innovative thinking. From the interactive charts and Flash animation charts that are currently popular, the future knowledge visualization will realize the combination of three-dimensional and dynamic,

intelligent and interactive, which is not only used in art design teaching, but also for all aspects of information and knowledge dissemination.

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Analysis Of Image Factors in Easel Painting from The History of Western Painting

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Abstract: Since the emergence of painting, it has been undertaking the function of recording and documentary until the emergence of photography has given it a great impact. Easel painting began to constantly seek new ways of creative expression, reject photography and constantly get inspiration from photography. In the development of Western painting, the image factors in easel painting have been imperceptibly affecting the development of easel painting.

Key words: Easel Painting; Photography; Factor Reference; Integration

1.EASEL PAINTING BEFORE PHOTOGRAPHY

From the evolution of painting history, we can see that the earliest history of painting can be traced back to the cave murals of the Paleolithic age. These murals recording the graphic information of primitive people's dance sacrifice, hunting activities, wild animals and so on are conveying the recording function of early painting. When history developed to Netherland in the 15th century, easel painting had begun to take shape, and then it has been booming. In the past 100 years, the emergence of photography has also brought great impact and revolutionary changes to easel painting. Photography and painting have constantly collided with each other, attracted, excluded and interacted with each other, promoting each to constantly explore their own development direction. Photography has also changed from the early imitation of painting to the formation of a separate photography system. Painting has gradually developed from the early "signifier" of documentary realism to the "signifier" of today's subjective creative consciousness, in which photography plays a vital role. The borrowing of image factors by easel painting also reached a prosperous period.

Dating back to ancient Greece, Western painting advocates that painting is an imitation of natural objects. Aristotle said in *Poetics*: "imitation is human nature, which has been shown since childhood... Secondly, all people are willing to imitate." Later, classical painting reached its peak by imitating realism. The paintings of this period put aside the spirit of classicism. From the perspective of picture skills and effects, they still record the object, retain the image and truly reproduce the object. Whether it is Raphael's famous mural the Academy of Athens or Caravaggio's burial of Christ in the Baroque period, the characters in the picture are delicate and true. Painters try their best to restore the images realistically in the technical expression of the picture. Even nearly 200 years before the emergence of photography, many Western painters began to use the projection of optical equipment

"black box" to reproduce the painting objects absolutely and truly in order to pursue the realism of the picture objects.

DaVinci is the highest and last representative of the realistic painting system in this period. He advocates that painting should completely and accurately match the natural images. The best expression of painting is a high fit with the object. He invented the optical instrument dark box and applied it to painting creation. He used the camera dark box to shape the face of the characters and strive to achieve the super realistic restoration of the objects. Vermeer, a Dutch painter in the 17th century, often used the "shading viewfinder", which projected the painted scenery onto the canvas through a reflector to obtain a very accurate perspective. In his famous work, the woman pouring milk, the perspective of object image proportion is extremely standard, and the bread in the foreground even has the expression of virtual coke, which can not be felt by the human eye. It is the use of dark box technology that gives painters great inspiration.

So far, photography technology has taken shape, but before it really appeared, the main style of Western painters' painting is still to truly reproduce objects and images, and even use the dark box technology close to photography to help the realistic expression of painting. After the real emergence of photography, the impact on painting is unprecedented.

2.EASEL PAINTING AFTER PHOTOGRAPHY

In the 1930s, the French nielps was experimenting with "daylight painting", and then Daguerre cooperated with him to successfully complete the formal invention of photography. In 1839, Daguerre's invention of photography was promulgated, which marked the birth of photography. The emergence of photography triggered excitement and turmoil in the world. The rapid and accurate recording and reproduction ability of photography for objective things made realistic painting feel inferior at that time. It once caused panic among realistic painters who were able to reproduce things. Some even worried that photography would replace painting and rob the painter's "rice bowl". Some painters exclaimed that "painting will die from now on". Baudelaire, a poet and art critic, is very disgusted with photography and believes that it desecrates the dignity of art. Therefore, the author criticizes and even claims that photography is the permanent enemy of painting. In a sarcastic tone, he once criticized the explicit imitation of photography by painting, which is a refuge for all painters with low talent and nothing. Since photography gives us all the accuracy we require, many people mistakenly believe that photography and art are the same thing. Photography must restore its

real mission, that is to act as a slave of science and art, but it is a humble slave. Baudelaire's words typically reflect some people's attitude towards photography at that time. So far, the realistic expression of easel painting has been greatly challenged, and the whole painting industry began to seek a new way out of painting.

At the beginning of photography, a group of painters such as Monet began to seek a new direction of painting. His sunrise used a rapid stippling method to record the light, shadow and color changes when the sun first rose, which caused a strong response in the society at that time. People did not fully accept this painting form, and some critics even criticized it as "impressionism". "Impressionism" was not commendatory praise at first, with the color of criticism and ridicule. Nevertheless, this is still a new change that easel painting seeks to get rid of the image of photography. After that, more easel painting schools began to seek change, followed by Impressionism, cubism, Dadaism, Futurism and so on. Painters pay more attention to the expression of personal subjective initiative, which also promotes the whole painting art to develop towards a higher spiritual level. However, some painters do not mind the appearance of image factors in easel painting, and even boldly seek the integration between the two, bringing more creative possibilities to easel painting.

3.IMAGE FACTORS IN EASEL PAINTING IN MODERN AND CONTEMPORARY TIMES

The 1920s-1970s was an era of surging western art. The birth of photography also promoted the prosperity and development of easel painting. The borrowing forms of image factors in easel painting are also more diverse. Although artists have different attitudes towards image factors in different periods, it is an indisputable fact that more and more artists begin to use image factors in easel painting. Generally speaking, the borrowing creation of image factors in easel painting can be roughly divided into three categories:

(1)RECREATION BY BORROWING PHOTOGRAPHIC PICTURES

Just as early realistic painters generally used "black box" to paint, modernist easel painting also greatly used photos and participated in the production. Pop art in the 1960s boldly used photos to directly collage in the picture to express the subjective ideas of creation. In 1956, Hamilton's what makes today's family so unique and charming is a representative work of pop art. The main elements in the picture are all collages of image works. The author does not shy away from the naked borrowing of image works, and frankly accepts the excellent expression of image works in easel painting.

Nowadays, Western easel painting has long been indifferent to the simplicity of the expression media of their works. There are many artists who use photography to integrate painting creation. In his works, British pop art Master David Hockney integrates the Cubist organization technique, multi viewpoint perspective in Oriental painting, and the exquisite and meticulous photography technology into one picture. All of his works are taken by camera and printed into 4 × 6-inch color photo. Hockney's friends in the photography industry said that these works

are not photography but painting. Hockney himself is not sure, but this is what he wants his works to achieve.

Such works deconstruct the originality and classicality of traditional works, activate contemporary art through re dialogue with tradition, and also activate tradition, so that tradition continues to enter a new round of meaning cycle, which unties the shackles of tradition and endows photography and easel painting with new creativity.

(2)LEARNFROM PHOTOGRAPHIC FACTORS

Since its emergence, photography and painting have promoted each other. Photography has also developed from the initial pictorial photography to color photography, digital holography and so on. Its photographic composition schema refers to the composition forms of many easel paintings. At the same time, it also forms a schema with unique photographic characteristics and records the traces left by the development of the times. Easel painting artists are also constantly seeking the integration with photography. They are not only using some of the classic schemas of photography for painting creation, but also studying the profound meaning behind the classic schemas of photography.

French oil painter Corot's paintings were also influenced by photographic images and began to use photography technology and schema for creation. In Corot's paintings, the scene of clouds and smoke, branches and leaves flying with the wind, flickering sunshine and silver gray tone are the effects of fuzzy dreams formed after long-term exposure of photography. After this period, many painters are learning from photography schema to seek new painting forms and explore the new expression brought by photography. The "big family" series created by contemporary oil painter Zhang Xiaogang is also a typical integration of photography schema into painting. He selected the standard photos of a specific period in China and the "family photo" to reproduce his creation by means similar to carbon portraits. Zhang Xiaogang's works capture the context of a passing era. The dull expression and startled eyes seem to freeze the unique mental process of the Chinese people. For the elderly, this is a kind of memory; For young people, there is some unspeakable mystery here. Since the mid-1990s, he has used the style of modern Chinese popular art to express the facial makeup photography portraits in the revolutionary era and convey the collective psychological memory and emotion of the times. This form of painting creation is not only a simple reference to the photographic schema, but also an exploration of the collective psychological memory and emotion of the times branded behind the photographic schema.

(3)IMITATE AND REPRODUCE PHOTOGRAPHIC EFFECTS

In less than 200 years of development, the forms and effects of photography have been greatly enriched. It also attracted a large number of easel paintings, and began to imitate and pursue the super realistic effect of photography. Photography also brings new inspiration to artists. The amazing degree of realism achieved by photographic realism painting is better than that of the camera. Clos, a photo realist painter, said, "my main purpose is to translate

the information of photography into the information of painting." Luo Zhongli's father, once a sensation in the history of Chinese art, draws on the techniques of photographic realism. The works of Leng Jun, a contemporary super realist artist, also draw lessons from the realistic techniques of photography and depict the objects delicately and truly. Its effect was once considered as photographic works, but the implicit humanism conveyed by his works is beyond the photographic works he refers to. This is no longer the first mock exam of photographic effects, but also a new creation of the art of painting while drawing on photographic materials.

EPILOGUE

From the embryonic development to now, photography and easel painting repel and attract each other, explore and integrate each other. We are now in an era of complex visual styles, which is called the "mechanical reproduction era" by Benjamin. The competition between "mechanical eye" and "human eye" from different positions of photography and painting is no longer important. They

achieve and promote each other, and have already achieved each other's sublimation in the past. It is precisely because of the emergence of photography that easel painting gradually deviates from pure realism, gradually develops and sublimates in subjective expression, promotes the diversity of easel painting expression, and makes easel painting regain creativity.

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Study on the Digital Protection of Intangible Cultural Heritage in Zhoukou -- Taking the mud dog in Huaiyang as an example

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Abstract: As a national intangible cultural heritage, mud dog is a very representative folk clay sculpture in Zhoukou city. In the new era, the protection of mud dogs should keep pace with The Times, and make full use of modern digital protection technology to record its innovation, so that its unique artistic charm and cultural value can be better spread and promoted. Based on this, under the background of "Internet +" era, this paper uses digital technology, 3d image presentation and computer digital information technology to record mud dog art in a more real, more systematic and more comprehensive way, so as to provide an innovative perspective and a feasible way for the protection and inheritance of intangible cultural heritage in Zhoukou.

Key words: Intangible cultural heritage; Digital protection; Mud mud dog

1.THE INTRODUCTION

The intangible cultural heritage carries the Chinese culture and the wisdom of the working people. It is a living cultural heritage that is people-oriented and has very precious historical and artistic value. In the Opinions on Strengthening the Protection of Intangible Cultural Heritage in China, The State Council clearly pointed out that "various methods such as written text, audio recording, video recording and digital multimedia should be used to record the intangible cultural Heritage in a real, systematic and comprehensive way, and archives and databases should be established. In his report to the 19th CPC National Congress, General Secretary Xi Jinping clearly pointed out that "innovation is the first driving force leading development, and great attention should be paid to the construction and innovation of communication means." As a representative clay sculpture in Zhoukou city, mud dog is a national intangible cultural heritage. In the new era, the protection of mud dogs should keep pace with The Times, and make full use of modern digital protection technology to record its innovation, so that its unique artistic charm and cultural value can be better spread and promoted.

At present, research results on mud dogs are constantly emerging, including monographs, dissertations, journal papers, research reports, and related cultural and creative products, mainly from the perspectives of artistic characteristics, inheritance and protection, innovation and development. Generally speaking, there are few studies on digital protection of huaiyang mud dogs. However, there have been many precedents in the digital research of intangible cultural heritage, especially the digital research

of traditional handicrafts in China, which provides reference and reference materials for the digital research of mud dogs. Based on this, under the background of "Internet +" era, this paper uses digital technology, 3d image presentation and computer digital information technology to record mud dog art in a more real, more systematic and more comprehensive way, so as to provide an innovative perspective and a feasible way for the protection and inheritance of intangible cultural heritage in Zhoukou.

2.NECESSITY OF DIGITAL PROTECTION OF LOCAL INTANGIBLE CULTURAL HERITAGE

The digitalization of intangible cultural heritage is to use collection, storage, processing, display, means and other technologies to interpret and preserve intangible cultural heritage from a new perspective and in a new way, and make use of it in new needs. With the development of social economy and digital technology, it provides technical guarantee and broad space for the collection, storage, display, dissemination and promotion of intangible cultural heritage. Mud mud dog as a carrier of cultural information, make full use of modern digital technology, arrange them and saved in new ways, in the form of digital 3 d, to the present demand for technical records, preservation and dissemination of cultural heritage, can be sustainable use in the future, effectively improve the protection of mud mud dog, reproduce the history and culture of mud mud dog charm, So that it can get better inheritance and development.

2.1 Digital storage protection requirements

Mud dog is a culture and art handed down from generation to generation. It is a living cultural heritage based on people. To maintain its exuberant vitality, it needs to be inherited in a living way. From the perspective of digital protection, through the digital technology will mud mud dog technical transformation, reproduce, recovery, become the product of 3 d digital form, in view of the present innovation on mud mud dog technical interpretation, arrange them and saved in new ways, achieve technical records, preservation and dissemination of cultural heritage. By adding new information, the intangible heritage will be disseminated in a more direct and vivid way that is most acceptable to the public, so that more people can understand and understand the intangible heritage, interpret it from a new perspective, preserve it in a new way, and make use of it according to new needs, so as to enhance people's awareness of the protection of cultural heritage.

2.2 Trends in digital preservation and memory

Mud dog with distinct regional characteristics, the type is various, modelling is rich, as a cultural carrier of Zhoukou huaiyang, condenses the blood and marrow of generations of artists, have the auspicious meaning, such as to ward off bad luck to eliminate the evil is loved by many tourists, together with the development of local tourism, has a broad market economic value. Recording, sorting and preserving mud dogs as a kind of cultural resource in a new way can reproduce and promote the local cultural charm, create economic and cultural value for it, and promote the development of mud dog culture industry. In addition, it can be used sustainably in the future, effectively improve the protection of intangible cultural heritage, so that it can get better inheritance and development.

3.HUAIYANG MUD DOG DIGITAL PROTECTION MEASURES

The mud dog is covered with five colors on a black background. The subject matter is very wide, including fish, frog, turtle, and other common animals in real life, as well as illusory models such as "monkey head bird", "two-headed dog", and "human-faced monkey". In all, there are about hundreds of species. Mud dog is a unique folk art produced under the primitive totem culture. It is also the general name of the mud toys on the Taihaoling Temple Fair in Huaiyang. It is known as "true totem, living fossil", and its shape and colored decorations have not changed for thousands of years. These decorative objects with symbols reproduce the artists' instinctive feelings and release the charm of the original art totem. Their unique humanistic spirit, distinct regional and mysterious characteristics undoubtedly put forward certain tests for the technology and artistry of digital protection.

3.1 Comprehensive records using digital technology

It is necessary to make full use of the advantages of digital technology to protect Huaiyang mud dogs. First of all, special Huaiyang mud dog protection research institute, Huaiyang mud dog protection association and museum should be set up to strengthen the protection of Huaiyang mud dog. Secondly, it makes full use of the advantages of digital technology in storage and publishing, collects and comprehensively records the original material, and uses digital holographic technology to save the image, so as to achieve the three-dimensional form of mud dog as vividly and comprehensively as possible. As clay sculpture art, the creation process of mud dog is very subtle, and the digital technology presentation is a good record of learning cultural resources and content. Digital technology records the cultural history of the Mud dogs in Huaiyang, highlighting the cultural landscape of different times and retaining their own cultural identity and characteristics in other times. These digital technologies make clay sculpture art globalized and provide effective technical conditions for artistic exchange.

Through collection and digital processing, the powerful function of computer is used for preservation, such as the record of technological process, the establishment of mud dog modeling archive, the establishment of a comprehensive artist archive, which is the most basic digital protection work and protection method. Through

the establishment of digitization, the information resources of folk art can be integrated from various aspects, so that these materials and information can be inherited more intuitively and truthfully, and the communication and dissemination of folk art and culture can be promoted to realize the sustainable development of folk art.

3.2 Multi-dimensional display using digital technology

Digital video and 3D digital technology play an important role in protecting the heritage of mud dogs. Through the sharing of information technology and network, it provides services of inquiry, retrieval and appreciation for the establishment of digital mud dog museum. The maturity of the technology can improve the efficiency of the finished product of Huaiyang mud dog and promote the innovation of its form and design. Digital museum has a large amount of information storage, and can also be compatible with other forms of media, such as video and sound, so as to eliminate the restrictions of visiting time and place, making it more convenient and quick.

To protect and develop huaiyang mud dog, we should make full use of the advantages of digital technology, use digital software and tools to show the form and content of cultural and creative industry, and explore the creative basis and creative source of intangible cultural heritage. The protection of intangible cultural heritage projects also requires protection systems, management and technology. At present, network marketing has changed the traditional marketing mode, especially the influence of new media, the dissemination of social software and the change of marketing mode. In addition, electronic journals are also a vivid, direct and convenient form of display at present, which can combine images, sounds and words together. They are not limited by region and time, and can better meet people's needs for cultural life under the background of new media.

3.3 Using digital technology to spread communication

Digital communication has broken the restrictions of time and space and region, and the transmission speed is fast. Information can be spread out in a very short time. Under the background of new media, digital technology must be developed to protect and develop Huaiyang mud dogs in a non-traditional way. To protect the Huaiyang mud-dog on the Internet, develop an interactive service model that combines the social environment of Internet users, focusing on integrating the online social environment and using its advantages to provide services suitable for cultural needs.

Computer aided and digital recording can be fully involved in the design and production of mud dogs. For example, the image of a traditional mud dog is recorded in multiple dimensions and then designed and reprocessed according to the designer's own concept. Although the materials of the new design will be different from those of the muddog, the simulation of the design using digital technology can minimize the waste of resources and achieve the perfect presentation of the design products through advanced digital technology. Although the current digital technology is not enough to meet the artistic creation needs of most artists and folk artists, the

combination of digital technology and art will provide infinite possibilities for the innovative development of traditional folk art in the future.

4. CONCLUSION

The use of digital technology to protect cultural heritage is an important way for the future of society, and new media centered on mobile Internet has gained the greatest human experience of all media. But we must be clear that these changing results are the real cause of the great changes of The Times. The protection of cultural heritage, whether tangible or digital, should not only pay attention to its radiation effect and scope, but also must be extended to a wider range of fields, such as culture, economy and politics. The digital protection of mud dogs can realize resource sharing, arouse people's attention to folk art, promote the prosperity of folk culture and art, open up new living space for folk art, and promote the creative transformation and innovative development of excellent folk art.

PROJECT ACHIEVEMENTS

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Research On Problems and Countermeasures of Moral Education In Middle School

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Abstract: Middle school is the key period of personal health. Under the condition of socialist market economy, the effect of middle school moral education is poor. The reasons are as follows: there is a lack of moral education, the content of moral education is seriously divorced from students' life, moral education has become a tool for school graduation rate, value indoctrination despises practice, the market economy has a serious impact on middle school moral education, and the social environment has a negative impact. Based on this, we can pay attention to family moral education, pay attention to updating the content of moral education, carry out various moral education activities, strengthen teachers' moral education quality Optimize the social environment.

Key words: The School; The Moral Education; Family; Market Economy; Society

1. CURRENT SITUATION OF MORAL EDUCATION IN MIDDLE SCHOOLS UNDER THE CONDITION OF MARKET ECONOMY

In the past 30 years of reform and opening up, both the central and local governments have attached great importance to the moral education of middle school students, And through taking various positive measures, it has achieved very remarkable results (for example, China's newly revised Compulsory Education Law clearly stipulates: "Schools should put moral education in the first place, integrate moral education into education and teaching, carry out social practice activities suitable for students' age, form an ideological and moral education system in which schools, families and society cooperate with each other, and promote students to develop good ideological and moral character and behavior habits.") However, in today's extremely active market economy, the situation of middle school moral education in China is still very severe, and the majority of moral educators are still facing very severe challenges.

1.1 Current situation of family moral education

As we all know, parents are children's first teachers, and moral education is no exception. However, under the background of today's socialist market economy, the cost of living is gradually increasing, and the pace of life and production is accelerating. The vast majority of parents are busy running about in their daily work and life, especially in the vast remote rural areas, it is common for middle-aged and young people to go out to work all year round, and left behind children and empty nesters can be seen everywhere. The vast majority of grandparents, grandparents and their grandchildren depend on each other at home. This leads to the lack and serious deficiency of family moral education. The lack of family moral education makes it difficult to achieve the ideal effect only

by school moral education.

1.2 Current situation of school moral education

At present, the content of school moral education in China has been seriously divorced from China's current actual national conditions and the purpose of China's ideological and political education. It can be said that China's moral education has not played its due role. At this stage, there are many disharmonious situations in middle school moral education in China: the content of moral education is seriously divorced from students' life, moral education class has become a tool to improve the rate of school entrance, middle school moral education focuses on indoctrination rather than practice, school moral education is in the embarrassing state of "52 = 0", and teachers of various subjects do not pay enough attention to moral education.

In addition, under the action of market economy, decadent money worship and hedonism have penetrated into China's collectivist values, resulting in the confusion of middle school students' values. How to effectively solve this problem has become the key to the effectiveness of school moral education. Therefore, we must attach great importance to school moral education.

1.3 Current situation of social moral education

Since the 30 years of reform and opening up, China's traditional moral education evaluation standards have become utilitarian and diversified under the conflict of some decadent ideas and values in the West. Especially under the establishment of China's socialist market economic system, the new moral standards have fiercely collided with the old views. Therefore, There is no rapid establishment of the evaluation standards in line with the current stage of middle school students' Moral Education in China. In addition, under the action of market economy, decadent money worship and hedonism flooded our society, resulting in disharmonious factors such as game room, black Internet cafe and drug abuse. It is self-evident that these have eroded the mind and spirit of middle school students. Especially for those weak willed and rebellious middle school students, it is simply the paradise they yearn for, which is likely to make them lose themselves. Therefore, our moral education workers must mobilize the strength of the whole society to pay attention to middle school moral education, and gather the strength of the whole society to find the reasons to solve this situation, so as to finally achieve the expected effect of moral education.

2. ANALYSIS OF THE REASONS FOR THE POOR EFFECT OF MORAL EDUCATION

2.1 Lack of understanding and practice of family moral education

Parents have insufficient understanding of family moral education. At the same time, the current family moral

education has not formed a good coordination and communication mechanism with school moral education. As we all know, everyone's moral education starts from the family, and the influence of family moral education is long and profound, which can not be replaced by any other form of moral education. Because the family is the child's first school, and parents are the child's first moral education teachers. It can be said that every child takes the words and deeds of his parents as his model, and gradually forms his own behavior habits with his parents' behavior, thinking mode, beliefs and moral concepts. Therefore, if family moral education does not encourage children to study hard for the "lofty ideal of communism" and understand truth, goodness and beauty, but advocates the omnipotent theory of money in front of children and complains about unhealthy tendencies in society, they have virtually changed children's values. It can be seen that family moral education is very important and must be highly valued by parents.

2.2 The disconnection between school moral education and students' life reality

2.2.1 The content of moral education is seriously divorced from students' life

At present, the content of middle school moral education in China is not compiled according to the different reality of urban and rural middle school students' life and their uneven physical and mental development. The content of moral education is not only old and one size fits all, but also often has an extremely strong color of socialist perfectionism. For example, when it comes to the traditional virtue of the Chinese nation - diligence and thrift, in urban textbooks, children should be encouraged to refuse to go to and from school in private cars and advocate taking buses or bicycles; Save energy and refuse to waste resources; In the teaching materials in remote areas, the emphasis is on saving water and protecting flowers, plants and trees. Only close to the actual life of middle school students can make the majority of middle school students remember and use it in real life, so as to cultivate their good living habits and good quality.

2.2.2 Moral education has become a tool to improve the enrollment rate of schools

The majority of middle school moral education courses in China are often a mere formality and lack of understanding of the importance of middle school moral education courses. Under the requirements of relevant education departments and the compulsion of the hard benchmark for entering a higher school, this course is set up as a last resort. Moreover, most schools do not have professional moral education workers (usually taught by school leaders or class teachers) to carry out moral education activities and instill moral education ideas. The original intention of moral education course is to cultivate students' good ideology and morality and learn how to stand in society in the future. Therefore, there is a deformed moral education class in which teachers plan the key points of exams in class and students memorize by rote to get high scores. Thus, it leads to the morbid view of moral education, which uses the score and memory as the standard to evaluate the ideological and moral quality

of students, rather than the morbid view of moral education, which uses good conduct as the evaluation standard. Therefore, it is not strange that the "favored son of heaven" with high IQ and low EQ often appear.

2.2.3 Middle school moral education is rigid and lack of practice

Like other disciplines, the majority of middle school moral education teachers in China still stubbornly believe that moral education (that is, what we often call political class) is very simple. They feel that there is not much content and there is nothing to talk about. In class, draw the focus of the examination, and students can read and recite without much talk. Often a class of four or fifty minutes, the vast majority of the students are reading and memorizing. In short, I can't arouse the students' interest in moral education. Imagine, do they still have great enthusiasm to practice and apply? In addition, the majority of moral education teachers in China have not arranged and organized any extracurricular practical activities such as visits, interviews and interviews. This teaching mode of emphasizing indoctrination and neglecting practice has greatly hurt students' learning enthusiasm, and makes the growth nutrition of middle school students and their needs not be effectively supplied. Then, it is likely that their future will be unfortunate.

2.2.4 There is no systematic moral education system

School moral education is facing the embarrassing realm of " $5 + 2 = 0$ ". " $5 + 2 = 0$ ", that is, students have formed or will form some consciousness and behavior in school from Monday to Friday with the help of teachers and relevant moral educators. During the rest days of Saturday and Sunday, under the influence of some words and deeds of society and family and adverse stimuli, it returned to the state of last Monday. That is to say: all the hard work of moral education workers last week, after the weekend, there was no return or negligible return.

2.2.5 The majority of teachers have deviation in understanding moral education

Moral education is not only the core of China's strategy of "rejuvenating the country through science and education", but also the top priority of quality education in China. The majority of middle school teachers believe that as long as they teach their own lessons well, they ignore students' moral education. Even if they realize the importance of moral education, the vast majority of teachers still believe that students' moral education is the business of Ideological and moral teachers and class teachers. Thus, the special role of various courses in moral education is ignored. We can not carry out moral education infiltration in the teaching of various disciplines, fully establish the concept of teaching and educating people, management and service education, and can not give full play to the moral education functions of campus culture construction, class collective construction and social practice activities. Therefore, the effect of school moral education is not obvious.

2.2.6 Fail to recognize the complexity of middle school moral education under the socialist market economy

Under the condition of market economy, new changes have taken place in students' values. As a result, there is a

deviation in the understanding of the market economy, and the values are distorted. As a result, some students mistakenly regard equivalent exchange as their most basic code of conduct - bargain for everything and return again and again. It has formed typical values of "money worship and hedonism", and stubbornly believes that silent dedication is out of date. In this way, it leads to the emptiness of personal ideals and beliefs. However, the majority of middle school moral education workers do not recognize this problem and its seriousness, let alone do a good job in guiding and dredging from the spiritual and psychological aspects. In the long run, the effect of school moral education is poor.

2.3 Confusion of social moral education standards

2.3.1 Correct social values have different connotations

Over the past 30 years of reform and opening up, under the conflict of some decadent ideas and values in the west, especially under the establishment of China's socialist market economic system, the new values have a fierce impact with the old ones. The lack of consistent, clear and recognized standards of social values makes the evaluation not very clear, which directly leads to the confusion of value orientation. Especially under the background of the mainstream of China's socialist market economy, if there is no stable and correct social values, it is often prone to errors and induce social contradictions, so that middle school moral educators do not know where to start and where to start.

2.3.2 Serious decline of social morality

In the environment of China's socialist market economy, it is no secret that the social public morality has declined seriously. From eating eggs to knowing Sudan red, from drinking Sanlu to knowing melamine, from eating ham sausage to knowing clenbuterol, to taking medicine, we know that even broken leather shoes are very busy. These foods and medicines related to our lives and health have fully proved the serious fact that morality is declining rapidly. In the case that the social moral environment has undergone earth shaking changes and the moral concept has changed, imagine that the moral education of middle school students can be clean and unaffected? Especially the Peng Yu case and the Guangdong xiaoyueyue incident, which are closely related to the majority of middle school students and have aroused widespread discussion in the society.

2.3.3 Social environment to be optimized

Under the action of market economy, money worship, hedonism and egoism flooded our society, resulting in disharmony in the society, such as official corruption, social disparity between the rich and the poor, drug abuse, gambling, game room and black Internet cafe. It is self-evident that these have eroded the soul and spirit of middle school students. Moreover, China has not yet formed a strong educational atmosphere of consciously protecting middle school students. For example, the relevant functional departments have not clearly stipulated and implemented, and there can be no Internet cafes and game rooms within 1000 meters of the campus; It is not allowed to sell cigarettes, bad books, audio-visual materials, etc. to middle school students. The relevant public did not fulfill

their responsibilities, still sold cigarettes to middle school students, and still allowed minors to enter Internet cafes. Therefore, we should form a strong atmosphere of paying attention to middle school moral education in the whole society, completely reverse the bad social atmosphere, and return the majority of middle school students to a pure moral education atmosphere.

To sum up, at present, China is in the background of market economy, full of all kinds of wrong values and all kinds of ugly phenomena. If there is no correct moral guidance and education for middle school students in the critical period of their growth, it will be fatal to their physical and mental health and future development. It is bound to further affect the improvement of the overall quality of the people, the reduction of juvenile delinquency rate and the smooth construction of harmonious interpersonal relations, harmonious campus and harmonious society. In this regard, we should clearly realize the importance of middle school moral education. Integrating the power of the whole society, strive to form a middle school moral education system integrating family, school and society, so as to create a good moral education environment for middle school students to grow healthily.

3. SUGGESTIONS ON MORAL EDUCATION IN MIDDLE SCHOOL

3.1 Families should raise awareness and improve their educational ability

Parents should realize the importance of family moral education and establish stable information communication channels with schools. For example, use the telephone or Internet to exchange views or opinions with teachers, so that their children can grow up healthily. At the same time, parents should also timely understand the direction of school moral education, truly reach a consensus with the school, and actively cooperate with the school to carry out various moral education work. Only by giving full play to the role of family moral education, increasing moral education for children, paying attention to their daily words and deeds, and cultivating children's good conduct and living habits, can we further promote children's all-round development.

3.2 Schools should pay attention to practical results and innovate forms

3.2.1 We must attach great importance to middle school moral education

Middle school is in the critical period of establishing outlook on life and values, and many decadent values are full of them under the market economy. At this time, if schools and teachers can not give reasonable guidance and psychological counseling to them, it is likely to make them form wrong values and outlook on life in a bad environment. At this time, as the most trusted and dependent person of students, the importance of school moral education and teachers is self-evident. Therefore, we must pay attention to middle school moral education.

3.2.2 The content of moral education should be combined with the actual life of students

For a long time, the goal of moral education in China has been elusive. Because the educational goal of aiming high is seriously divorced from the reality of life, even from the

lowest level of moral education requirements in middle school students' daily life. At the same time, regardless of the great differences between rural students and urban students, they are uniformly implemented with the so-called new curriculum standards. Like this, the practice of not respecting the actual situation of the gap between urban and rural students and not considering the law of students' physical and mental development directly leads to the poor effect of middle school moral education and little effect of the new curriculum reform. Therefore, we must carry out moral education for students according to the differences between urban and rural areas, regions and ages.

3.2.3 The ways of moral education should be diversified
In our current moral education, we only rely on single indoctrination and preaching. Because of its lack of vividness and attraction, it often can not raise students' interest in learning, resulting in poor effect of moral education. In view of this situation, we should adopt a variety of educational methods to improve students' interest in learning. One of the most effective should be to carry out various activities that middle school students like. Through moral education activities, they can increase their sense of responsibility, self-confidence and team spirit of helping each other. In addition, carrying out various moral education activities will change the monotonous and empty school moral education, so as to increase students' interest in learning, and can receive good moral education results in real life. Therefore, we must pay attention to the diversification of moral education methods, especially carry out various beneficial moral education activities. However, before carrying out middle school moral education activities, we should want to understand the far-reaching significance and specific purpose of this activity, whether its specific implementation scheme is feasible, and whether students can accept and really participate in it. We must avoid going through the motions and engaging in formalism. In order to make school moral education effective, we must carry out various activities on the basis of respecting the reality of students' life, so as to further consolidate and deepen the effect of school moral education, so as to make them form good conduct.

3.2.4 Change the way of school moral education management

If school moral education wants to achieve good results, it should change the current way of moral education management. So as to make the way of school moral education management more reasonable and scientific. As we all know, all the work of the school is centered on teaching, and the ultimate goal of moral educators is to cultivate modern talents with both morality and ability. However, in the actual daily teaching activities, there are often some teaching contradictions. For example, the school will never allow students to leave the school for the safety of students, so as to avoid accidents. However, in order to cultivate students' patriotism, it is often necessary to make field visits to old revolutionary base areas, Martyrs Memorial Parks and other places, so that students can increase and deepen their patriotism through the situation. At this time, in view of this situation, school

managers should learn to face and actively coordinate arrangements, rather than choose to escape in order not to assume responsibility.

3.2.5 Improve teachers' moral education quality

In school moral education, teachers often have a serious impact on students' moral formation because of the particularity of their work and students' dependence on teachers. Therefore, the school should build a team of high-quality moral education teachers respected by students from all aspects. At the same time, moral education workers themselves should improve their moral education quality through the following ways.

3.2.6 School moral education should cultivate students' subject consciousness

In the final analysis, the effect of school moral education depends on whether students have formed self-conscious good conduct. It can be said that students' conduct determines everything. Since students are so important, we must take students as the center in school moral education, let students understand their importance and subjectivity, stimulate students' subjective potential and actively participate in school moral education. In this regard, schools should create various favorable environments and take various ways to stimulate students' potential good consciousness, so as to alleviate the contradiction between people's good moral requirements of society and students' actual moral behavior.

3.3 the social aspect should pay attention to the content and optimize the environment

3.3.1 vigorously promote social ethics

Under the condition of socialist market economy, people's values have changed, often sacrificing collective interests for self-interest. In this regard, we should vigorously publicize and establish a model of safeguarding national and collective interests all the time in the whole society, so that everyone can understand that only the concept of collectivism is the correct value; Only by creating more social value and dedication can it be accepted by people. Only by vigorously advocating social morality and forming a good moral education environment, students can consciously carry out self-discipline. In the long run, they will form a good character.

In addition, only by vigorously advocating social morality can we completely solve the problems such as food safety and drug safety in society. Only in this way can we live in a stable and harmonious environment. I believe that under the influence of a good social environment, middle school moral education will develop along a healthy road, and the majority of middle school students will grow up healthily.

3.3.2 optimizing the network environment

Since entering the 21st century, the society has entered the network era, and the majority of middle school students have been inseparable from the network. Therefore, the impact of the network environment on middle school students is particularly important. However, today's network environment is not very ideal, filled with false information, unhealthy film and television materials, online games and so on. Due to the low age of middle school students, their values and will are not very firm. Therefore, as their moral education teachers, we should

pay special attention to this important phenomenon. The majority of moral education workers should explain to the students how to make effective use of the network, how to prevent addiction to games, and how to treat network information dialectically. At the same time, relevant social departments should take action and consciously assume the responsibility of protecting middle school students. For example, the network department should add software components to prevent addiction to online games, and install software to filter bad information on Web pages. Only by purifying the network, which has a serious impact on middle school students' moral education, can we return middle school students to a good network moral education environment.

3.4 build a trinity moral education system of family, school and society

Although they play different roles in moral education, they have their own uniqueness that can not be replaced by other moral education. For example, compared with social moral education and family moral education, school moral education has the characteristics of centralization, professionalism, richness and compulsion. Under such conditions, students receive richer information, and the school is relatively simple school environment, the effect of students' moral education is more obvious. In addition, the formation of the moral education system of family, school and society not only makes the middle school moral education consolidate each other vertically, but also vertically, the three can complement each other's deficiencies, can really give full play to their own advantages, and make the middle school moral education achieve good results. Therefore, we must build a long-term mechanism in which families, schools and society complement and consolidate each other.

In short, moral education in middle schools under the condition of socialist market economy is a new situation and problem faced by the majority of moral educators. I

believe that with the joint efforts of all moral educators and middle school students, good results will be achieved.

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Study On Countermeasures of Network Violence Governance

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Abstract: With the rapid development of the Internet, the phenomenon of cyber violence is also growing. Network violence infringes the rights and interests of the parties, affects the formation of moral values of netizens, and is not conducive to the construction of a harmonious society. The governance of network violence has become urgent. We must make continuous efforts to reshape the values of Internet users and purify the network environment.

Key words: Netizens; Cyber violence; Network moral construction

1. IMPROVE INTERNET USERS' LITERACY OF PARTICIPATING IN THE NETWORK AND ENHANCE THEIR AWARENESS OF SELF-PREVENTION

In recent years, constantly expanding the influence of network violence, puts forward the serious challenge of network governance, causing violence against network to carry out the research are also gradually increase, so far the network characteristics, the forms of violence, have comparatively mature, causes and harm of research, but the study of network governance violence mostly stay in constraint Internet users, such as national compulsory level, It's hard to really apply it to practice. The governance of cyber violence can not be achieved overnight, it needs time to clear up. Although in recent years, China has strengthened the management of the network, but in order to truly eradicate the network violence, all Internet users need to be restricted by external legal norms and internal moral culture, in order to prevent and eradicate the network violence.

1.1 Internet users should improve their moral quality and keep rational

The formation of cyber violence is not the force of one person, but the group behavior of network subjects. Therefore, in order to have a clear network environment, every netizen should improve their moral quality. As the saying goes, impulse is the devil, network violence mostly from the impulse of the Internet users and vent for a while. Netizens must improve their ability to distinguish information, and do not rush to express their views on the information of unknown source, true or false. First of all, they should not participate in and do not spread rumors. To the one-sided public opinion to keep a rational mind, do not follow what others say, be used and take away. In particular, schools should educate teenagers, guide them to have a correct understanding of the network world and network violence, improve their ability to distinguish information, consciously resist false and violent information online, be able to detect potential violence, and refuse to participate in network violence.

1.2 Netizens should enhance their awareness of self-

prevention

Netizens should refrain from making radical comments on sensitive or popular content in case they become the target of online violence. Internet users to learn to protect their personal information on the Internet, don't in similar microblogging kind of network platform to release their own positioning and too much at ordinary times life information, in order to prevent from network expands to the violence in real life, don't overlook the power of the Internet, once the network violence began pointing to you, the method of net friends will make you, They can extract everything from the slightest trace, leaving you with no privacy.

2. WE WILL ENHANCE THE CREDIBILITY OF MAINSTREAM MEDIA AND STRENGTHEN GOVERNMENT GUIDANCE

2.1 Give play to the guidance of public opinion by mainstream media and grasp the correct trend of public opinion

At the 19th National Congress of the Communist Party of China (CPC), General Secretary Xi Jinping put forward the need to adhere to the correct guidance of public opinion and improve the communication, guidance, influence and credibility of the press and public opinion. By establishing a comprehensive network management system, we will create a clear cyberspace. [9] At present, mainstream media do not consider the feelings of Internet users, but blindly criticize Internet mob, which makes Internet users have a certain psychological resistance to mainstream media. In order to change the current situation, mainstream media should first "attract eyeball", attract the attention of netizens, change the rigid image of mainstream media among netizens, enhance their affinity, actively interact with netizens, and influence the morality of netizens in a relaxed atmosphere and subtle influence. Official websites should be operated in various forms, using cutting-edge pictures, emojis, videos and network language to narrow the distance with Internet users and reduce the generation gap. Mainstream media should guide the development trend of events, release the information of hot events in a timely manner, and prevent netizens from misunderstanding and spreading due to their access to fragmented information. By improving netizens' trust in mainstream media, a positive atmosphere of public opinion should be created to prevent and reduce unnecessary cyber violence.

2.2 The government should control and guide netizens

Cyber violence is an inevitable outcome of the rapid development of society and the Internet. It is unrealistic and impossible to eliminate cyber violence completely. Therefore, on the one hand, the government should adhere to the dredging principle and allow netizens to express

themselves within an appropriate scope. The government should try its best to meet the reasonable demands of netizens to express their reasonable demands and prevent the occurrence of anger discharge. The government should guide netizens to use the Internet correctly and rationally, timely conduct necessary guidance on the negative emotions on the Internet, empathize with the netizens, gradually guide them to learn to consider problems from the perspective of the parties, rebuild correct values, and voluntarily abandon the tendency of violent acts. On the other hand, the government should ensure the transparency of information as much as possible. Use a variety of means for users to restore the site or the truth, and allow users to clear understanding to the cause of the event after the results, both to prevent from unnecessary misunderstanding, timely stop not believe rumors, also can improve the credibility of the government, launched many netizens to help rumours, save manpower, save capital and can also achieve twice the result with half the effort.

3. IMPROVE LEGISLATION ON CYBER VIOLENCE AND STRENGTHEN INTERNET LAW ENFORCEMENT

3.1 Improve network legislation to protect the rights and interests of netizens

In recent years, network violence occurs frequently, but the network legislation is relatively lacking and lags behind the development speed of the network. Perfecting network legislation can protect the rights and interests of network objects and strengthen the responsibility consciousness of network subjects. The so-called no rules no circumference, through the network legislation to let the Internet users know what behavior can be done, which behavior is absolutely can not do, network illegal and reality illegal no qualitative difference, the same can not escape the legal sanctions, clear Internet users should have the responsibility. "To improve the supervision of the website as far as possible, timely urge the next level of law enforcement units to investigate and punish various websites of illegal behavior, strengthen supervision." [10] The Internet legislation should clarify the forms of accountability and punishment for Internet violations, and make corresponding legal norms for different levels of Internet violence. The crimes of verbal attacks, personal attacks and invasion of privacy are different, and specific and targeted punishments must be carried out.

3.2 Strengthen the network law enforcement to rule by law

Network legislation provides a clear legal basis for network law enforcement. Based on the law enforcement agencies must be strict law enforcement, change the existing phenomenon of violence against violence, for the network illegal behavior will not tolerate. Strict sanctions should be imposed on the leaders of online violence collectives and the leaders in the media, and if necessary, they should be investigated for criminal responsibility. The active "activists" in online violence should be punished, so that the majority of group members involved in online violence can be warned and their violent behaviors reduced.

4. STRENGTHEN THE MORAL AND CULTURAL NORMS OF NETIZENS AND STRENGTHEN THEIR INTERNAL MORAL BINDING FORCE

"The network moral code is the most important factor to purify the network moral environment, and the most basic guarantee to create a good network moral atmosphere. It is the most basic to the network moral subject in the aspect of behavior code Beg." [11] To solve the problem of cyber violence, it is necessary to strengthen the network moral norms. In fact, the network culture reflects the real culture. What is needed for the moral construction of Internet users is the essence of traditional culture, so as to use the traditional culture of the Chinese nation to reshape the values of Internet users and achieve cultural redemption.

4.1 "benevolence" and network violence governance

Confucius explained "benevolence" as "love", which is about how to solve the relationship between people, between people and society, and between people and themselves. It is the moral quality that makes people become people, the expression of human nature in social communication practice, and the basis for maintaining good social interpersonal relations. To have a heart of love, this for the governance of human indifference in cyberspace, lack of sense of responsibility and other ethical issues have a direct enlightenment. "Do not do to others what you do not want others to do to you" in "The Analects of Confucius" is the basis of social morality, but also the basis of network morality, can effectively help netizens to establish correct norms of communication with others, learn to understand different situations, and establish harmonious interpersonal relations. Whenever there is a hot event on the Internet, don't make an impulsive speech or commit cyber violence. Instead, think about what kind of influence I will have on others if I do this. Think about how I will feel if others treat me like this.

4.2 governance of "propriety" and network violence

Confucius put forward the "self-abnegation and ritual as benevolence" (" Yan Yuan "in the Analects of Confucius) that in order to treat oneself and others with benevolence, we must restrain ourselves from being tempted by external things and make everything we do conform to the norms of ritual. Netizens should learn to regulate their behavior on the Internet, not to make malicious comments or forward them at will. They can use the Confucian thought of self-restraint and ritual to remind themselves that they must abide by moral rules and restrain their behavior so as to meet the requirements of network morality. This can be used for reference to uphold moral will and enhance moral realm.

4.3 "wisdom" and governance of cyber violence

To guide netizens to become "wise people". According to Confucius, "the wise should have no doubts", the correct outlook on the world, outlook on life and morality should be based on scientific knowledge and truth, so that people will conduct themselves with more scientific moral standards. Mencius put forward that "the mind of right and wrong is the end of wisdom", which is regarded as having the ability to distinguish right and wrong gains and losses. The so-called mind of right and wrong is the beginning of a person's wisdom and an essential part of a person's

"good" character. Due to the lack of awareness of true and false of the Internet users on the network information, in not clear the truth began to condemn the attacks, the so-called rumors to the wise, the thought of "wisdom" to train the ability of users to identify right and wrong, make them realize the network behavior of right and wrong, correct mistakes in time of psychological and behavior, make the network violence in "wise men".

4.4 "Cautious independence" and governance of cyber violence

The Internet world needs a higher level of moral self-discipline than the real world. It is mentioned in The Book Of The Doctrine of The Mean that "a gentleman must be careful about his independence". In the Book of the Doctrine of the Mean, "a gentleman must be careful about his independence. It means that people should be self-conscious and self-supervised in the secret, small and

invisible world. The virtual and free nature of the network makes netizens lose the constraints of real morality and law, and begin to fly themselves on the network, regardless. The spiritual education of self-restraint can improve the self-discipline of netizens and regulate themselves in the unsupervised network environment, which plays a certain role in reducing the violence of online public opinion.

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The Characteristics of Urban Love Drama

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Abstract: With the development of urbanization, more and more youth love themes begin to be expressed through images. Urban love plays have always occupied an important position in TV plays. In recent years, this trend has become more and more obvious, and shows some characteristics different from traditional urban love plays. We call them new urban love plays. This paper discusses the characteristics of the new urban love drama popular on the screen, and analyzes the problems existing in the new urban love drama, hoping to find a way out for the future development of the new urban love drama.

Keyword: New City; Love; TV Play; Advertisement; Business

1.THE CHARACTERISTICS OF NEW URBAN LOVE DRAMA

In recent years, with the development of China's urbanization process, people not only have higher requirements for material life, but also have more and more urgent demands for spiritual and entertainment, which provides conditions for the birth of new urban love drama. At present, the new urban love drama has become one of people's favorite TV dramas, bringing people joy and spreading correct social values.

Since the 1990s, with the rapid development of China's social economy and the acceleration of urbanization, people's life has changed a lot compared with the past. With a large number of farmers working in cities, urban life has become the focus of people's attention, especially their own living conditions, family life and marital status. In order to meet the market demand, Chinese urban love drama, which is the most dramatic and time-consuming entertainment, has become popular in China. In 1990, the large-scale indoor drama "desire" was broadcast, which is the symbol of the birth of urban love drama. In 1998, the TV series "hand in hand" gained an unprecedented high ratings, with an average rating of 9.20070 and a maximum of 10.97%. It has maintained a set of CCTV ratings records for a long time and was rated as the most popular TV series of the year. Since the beginning of the 20th century, with a large number of students and young people entering the city, they have become the backbone of society and an indispensable special group in various fields. Urban love drama chooses the main object as the young people who are not satisfied with the status quo in the flashy society. They jump with the rhythm of the city with their dreams and use their own passion and enthusiasm to compose their own wonderful life. This kind of urban love drama, which describes the new urban protagonist, is called the new urban love drama.

1.1 Great changes in love values

In the past, the love value of urban love drama is marriage first, and then love. Most people find their spouse through blind date. Both men and women hope to cultivate their

feelings after marriage. Secondly, the two marriage parties have high loyalty to marriage, most of them are "married with the chicken, married with the dog", once hand in hand is a lifelong thing. There is also the unreserved dedication of both parties to their families after marriage, especially young women, who are responsible and unreserved to their spouses both emotionally and economically. First of all, the love values of the new urban love drama are that if there is no love, there will be no marriage. Nowadays, young people's marriage is more idealistic. They believe in love, they believe in feeling, they can't tolerate marriage without love. Secondly, marriage should not only keep warm, but also have fun. They have high requirements for the quality of marriage. In addition to material pursuit, they pay more attention to spiritual enjoyment. They can never give up romantic life because of a marriage. There is to maintain an independent status and personality in marriage. Even if I get married, I am still "I". Today's young couples are only "us" in form, but they all have a strong "me" in their heart. The love value of new urban love drama is the product of urbanization and the inevitable result of social development. It's good for people to show their personality and find a suitable partner. It is conducive to the continuous enhancement of women's subject consciousness, extensive participation in social practice, and creating wealth with men. They have decision-making power and independent personality values in the family. In divorce lawyer, the heroine Luo Li, as the representative of a new generation of women, does not hesitate to give up her superior job and leave lawyer Wu Wenhui when she knows that lawyer Wu Wenhui has a wife. It shows that the new urban women have the character of daring to love and hate. Even after Wu Wenhui came to propose to Luo Li, Luo Li flatly refused. In addition, in divorce lawyer, when Luo Li and Chi Haidong look at the car, Luo Li has her own independent opinions and requirements, and discusses the purchase of the car with Chi Haidong, which fully shows the improvement of women's status in the new urban love drama, the decision-making power in the family, and the independent personality values.

1.2 The change of the protagonist's identity

In the past urban dramas, the protagonists have various images, including soldiers, students and farmers. With the continuous development of new urban construction, many problems and phenomena caused by urbanization are also increasing. So that the elements and materials in the city are constantly increasing, and the new urban love drama is thriving in this fertile land. The young white-collar in the city has become the protagonist of the new urban love drama. The urban white-collar is the product of the rapid development of the city and has a close relationship with the city. And in the process of urbanization and urban reform continues to grow, mainly young white-collar in

personality and their own independence, on life, work, emotion, quality of life and quality have their own ideas and views. Urban problems such as leftover men, leftover women, twilight love and older girls are fully reflected in young white-collar workers. Therefore, the combination of urban white-collar workers and the new urban drama is so harmonious, which not only makes it easy for the director to choose materials, but also attracts a large number of sympathetic white-collar audience, greatly improving the success probability of TV drama. In the divorce lawyer, Luo Li, as an excellent lawyer, also has some problems in society, such as older girls, blind date and so on. Chi Haidong has his own ideas and independent opinions. When they divorce, they give the house and car to them on purpose, which shows that the values of material and emotion of urban white-collar workers are quite different from before. Then in the play, Jiao Yanyan, Qian Kun, Mei Yu, Shi Jiang and Qiu Yue all show the different values, love and career of young urban white-collar workers. At the same time, they are also the epitome of the typical people in the society. They give full play to the attitude and purpose that TV plays come from life but are higher than life.

1.3 The increase of commercial elements

Compared with the previous TV dramas, the new urban love drama is characterized by the increase of commercial elements. In today's society, the development of media is becoming more and more mature, and the audience's initiative is gradually enhanced. Therefore, the production of film and television plays should also be more from the perspective of the audience, to meet the needs of the audience, in order to create greater commercial value. The most typical commercial element in the new urban love drama is advertising placement. In the face of the congestion of traditional advertising and the audience's evasion and inattention, product placement is quietly rising. Advertising producers creatively integrate products and their representative audio-visual brand symbols into film and television or stage products, leaving unforgettable impression on the audience, so as to achieve marketing purposes. In divorce lawyer, Chi Haidong pays for Luo Li's furniture when Jiao Yanyan angrily smashes Luo Li's house. The director gave a close-up of Ping An Bank card alone. Such an advertisement is in line with the development of the plot and is not easy to make people feel disgusted. When Luo Li and Chi Haidong eat fried dough sticks, Chi Haidong wipes his mouth with wet toilet paper, which not only eases the embarrassment of the two in the plot, but also achieves the effect of publicizing wet toilet paper. The increase of these commercial elements not only achieved a good publicity effect, but also created a laugh point in the play. Reasonable advertising placement provides financial support for the long-term development of new urban love drama.

1.4 Mosaic of alternative elements

With the development of China's urban culture, while carrying forward the mainstream culture, some alternative cultures are quietly rising. For example, small three, money worship, nightclubs, these seriously do not conform to the mainstream culture of alternative elements.

However, in the new urban drama, the addition and integration of these non mainstream cultures can not only highlight the character and image of the characters, but also highlight the importance of the mainstream culture. In divorce lawyer, Li Chen and Luo Li go on a blind date. When it is mentioned that he wants to be a junior, Luo Li flatly refuses, which not only shows Luo Li's hatred of evil, but also promotes the positive energy of society. In the metropolis of material flying, although the love of urban white-collar faces the test of various temptations, the pure love can never stand any test. In the play, Tang Meiyu and Cao Qiankun, in the face of the economic pressure on their career, Shi Jiang's ambiguous temptation and the estrangement between husband and wife, resolutely and deeply regard each other as the first. Finally, they overcome these hardships and become the happiest couple in the play. It is through these other elements that the greatness of true love is highlighted.

1.5 The change of love space

In the new urban love, because the positioning crowd is young white-collar workers, the social identity of the characters has been mentioned to an unprecedented important position. Although love is still the theme of the new urban love TV series, the characters in the TV series exist more as a social person. Therefore, in the new urban love drama, the space of the characters is not the space of "falling in love" in the traditional sense, but the space of personal life and work. In divorce lawyer, the places where Luo Li and Chi Haidong fall in love mainly take place at home and in the office. These places are difficult to be connected with love, but these places are just the ties linking modern urban love. In divorce lawyer, Chi Haidong and Luo Li have a tacit cooperation in the office and on the court, but they also have the embarrassment of fighting. The crisis of trust is mixed in their feelings and work. Although the ending is a happy ending, the play also illustrates a new form of love through the office, that is, office love. The publicity of office space and the privacy of love produce a strong contrast and tension, and the competition and pressure of work also make office love cast a layer of relative and distrust that can not be candid.

2. DEVELOPMENT STRATEGY OF URBAN LOVE DRAMA

On the way of rapid development, the new urban love drama is recognized and loved by people, and has made some achievements. But there are also various problems, which are the stumbling blocks of the development of new urban love drama. For the redevelopment of the new urban love drama, both in the plot and in the structure should be innovated, so as to ensure the continuous vitality of the new urban love drama.

2.1 Breaking the established type and changing the narrative strategy

If the new urban TV series want to develop again, we must first change the previous narrative strategy of the protagonist's relative resistance to love, and learn to be "grounded". To put it bluntly, it is to combine the content of the film with the reality, so as to truly show the real emotion in real life. There is no exaggeration or affectation in the plot. In the past, the new urban love

drama takes the emotional life of white-collar workers as the theme, and the consumption of high-end materials as the package, so as to restore the real state and behavior of white-collar workers in real life. Secondly, we should make great efforts to grasp the true feeling of love, so that the growth of characters' character, the development of love emotion and the promotion of the plot are in a Trinity, which is appropriate to each other. Change the narrative strategy of the past new urban love drama, the character's behavior motivation and emotional change are in the logic of real life. In this way, no matter how strange the story is, the audience will still be moved by the true love in the play. Finally, in the selection of love stories, the director should enlarge the observation of all aspects of urban emotional life. Instead of copying the short cut of "predecessors" and blindly imitating and fabricating, we should break the single narrative type of the previous plot and understand people's real emotional needs.

2.2 Improve the integration of commercial elements and art works

With the development of economy, people are constantly satisfied with material life, but also in the pursuit of better spiritual enjoyment. The visual and auditory requirements of TV plays and movies are also higher and higher, so some TV plays begin to take the road of big scenes and big production for the sake of audience rating and their own development. But if we can't deal with the relationship between business and art, it will make the audience bored. First of all, in the creation of the new urban love drama, we should reserve space for commercial elements, instead of rewriting the script to cater for commercial elements. This requires that in the process of preparatory work, the director and screenwriter should fully negotiate with the advertiser, make a reasonable plan, and then make a film and television production. Secondly, in the new urban love drama, determine the positioning of commercial elements. The commercial elements and the development of the plot are closely combined, so that the commercial elements become an indispensable part of the play. Finally, skillful placement of advertising, get rid of the "actor" to become a salesman. Inadvertently add commercial elements, so that the perfect combination of advertising and television, for my use, to the point of service for TV drama. This not only provides impetus for the development of TV series, but also ensures the high-quality development of TV series.

2.3 Strengthen the specialization of industry drama

As the breakthrough of new urban love drama, industry drama has been highly praised by the audience. However, since China's industry drama has no lessons from its birth, it has been stumbling all the way. In order to solve the problems of the industry drama, first of all, in the preparation stage of the script, interview professionals for in-depth interview and investigation, so that they have a deep understanding of the profession they want to express. In the design of the plot, seek the opinions of professionals to make changes to meet the needs of professionals in the industry. Secondly, the industry drama is the first drama. Like other TV dramas, it also needs to follow the three

principles of drama conflict depth, outstanding character and clear value appeal, so as to get rid of the industry as a package. At the same time, we should also get rid of taking the industry as the protagonist, excessively establishing the industry image, but let the characters and stories become the sauce makers. In the process of script creation, we should separate the industry work from the character's emotional life. In the TV series, we should establish the professional image of the characters at work and highlight their personality in life. We should not only strengthen the specialization of the industry, but also integrate it into the development of the plot to serve the plot.

With the continuous development of China's urbanization and the continuous improvement of people's economic and cultural level, it is inevitable that the development of new urban drama will replace the previous urban drama. China's new urban love drama can reflect the current situation of urban people, problems and provide reference solutions. Through the romantic love between men and women in the new city, it shows the process of urbanization in China, and arouses the audience's resonance. While paying attention to the new urban love drama and occupying the Chinese TV drama market with full vitality and strong momentum. We can not ignore the excessive pursuit of business, the simple description of emotion and the application of narrative structure. Of course, these are the inevitable problems in the exploration of new urban drama in Chinese TV series. Therefore, if the new urban TV series want to continue to develop, it is necessary to open up ideas, enrich the content, reflect the people's livelihood, and constantly improve themselves. Only in this way can we attract the audience and promote the vigorous development of Chinese Urban TV series.

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The Theoretical Source of Confucius' Thought of the Doctrine of the Mean -- "Zhongde" and "Hetong"

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Abstract: Confucius' idea of " Zhongde " produced in the Spring and Autumn period in China, the society is in the slave society to feudal society change, and cultural concept system is the collapse of the old system, the new pattern has not yet formed, in Confucius inherited from rao that, on the basis of the excellent cultural tradition of the zhou dynasty, according to analyzing the principle of natural law and social law, Taking Zhou Gongde's "Zhongde" thought and Yan Ying's "Hetong" thought as the theoretical source of his "Doctrine of the Mean" thought, his elaboration of the Confucian world outlook and methodology reached a high level.

Key words: Confucius; The doctrine of the mean; China and Germany; And the same

1. INTRODUCTION

Confucius' "Doctrine of the Mean" thought was not imagined out of thin air, its theoretical source was mainly influenced by the duke of Zhou's "Zhongde" thought and Shi Bo and Yan Ying's "Hetong" idea.

First, on the duke of Zhou's "Zhongde" thought, after inheriting the thought of "Zhongde", Confucius sorted out the philosophical categories of this concept on the basis of his own understanding, and lamented that " mediocracy ", as a kind of morality, should be supreme. People have been lacking this morality for a long time. However, the idea of "Zhizhong" did not come into being in the period of Zhou, but appeared in people's life as early as in the period of emperor Yao, Shun and Yu. In his later years, when Emperor Yao was discussing how to govern the country with his tribal successor, Emperor Shun, Yao advised Shun, "The throne of the emperor has fallen to you. Faithfully execute the right decision." If all the people of the world fall into poverty, then the great throne heaven has given you will end. Later, when Shun gave way to Yu, Shun used the same words to advise Yu that the thoughts of the daoist people were dangerous, that the meaning of the Tao was subtle, and that by being aware of the subtleties of the Tao and following them consistently, one could truly uphold the way of neutral and impartial. Later, Cheng Tang was also evaluated that he carried out the right way in the process of doing things, and did not follow the conventional methods in the selection of wise men. Duke of Zhou since the Zhou dynasty was established in order to stabilize the unsafe situation of civil unrest, on the one hand, to appease the Yin immigration, on the other hand make ethical norm of rules and regulations, and puts forward will be based on the clear idea of "Zhongde" as its main policy, policy is clearly at

the same time the ruling class to observe their behavior for long, Make it ethical. In addition, the standard of "Zhizhong" is not only applicable to the establishment of virtuous practices, but also in the aspect of punishment. In the historical book, it is said that the judgment of a case should not rely on the convenience of the eloquence, but on the sincerity of the heart, and be sure that the judgment of the case is completely proper. Can be seen from above, "Zhizhong" in the ideological heritage is after Yao, Shun, Yu, rulers of Zhou dynasty handed down from one generation to another, as the ruling class and be the ruling class in the fight against each other, in each other, each other under the background of gradually deep into the hearts of all ranks and classes, and Confucius is also under the influence of osmosis, inherited the thought of "Zhizhong", And on this basis, put forward the philosophical significance of "mediocracy" thought.

Second, Confucius' thought of the Doctrine of the Mean was deeply influenced by Shi Bo and Yan Ying's idea of harmony. The "harmony and harmony" between Shi Bo, a zhou tai, and Yan Ying, a doctor of the State of Qi, has always been a controversial issue in Chinese traditional philosophy. Its progressive significance has not only influenced Confucius' "doctrine of the Mean", but also played a vital role in the development and evolution of Confucianism in later generations.

In the course of China's historical development, the two concepts of "He" and "Tong" were once recognized by the society. The concept of "Tong " was first accepted by people under the feudal autocratic rule. This is because the dominant idea of the concept of "Tong" is the denial of diversity, which was first promoted by most of the ruling class and some of the ruling class. The ruling class to slavery by the ruling class, to maintain their own class interests, to get the consistency in the surface, "He" and "Tong" referred to as "Tong", in order to deny the thought of diversity, and some of the ruling class, in order to their own self-interest, for the ruling class of flattery to cater to the ruling class "Tong" concept.

In the Western Zhou Dynasty, Zhou Taishi put forward the view of "He" in order to obtain the unity of diversity of things and to emphasize the objective existence of different opinions. However, "He" means that different things follow one another and adapt to each other, and finally achieve the unity of diversity. It does not deny the contradiction, but admits that things can promote development in the process of contradiction, and finally achieve the harmony and unity of things. "He" means that the harmony and balance of different things is called the

unity of diversity, so it can enrich and develop and make all things return to unity. The ancient people combined the five elements with each other to produce all things. Mix the five flavors to suit the human taste, strengthen the limbs to protect the body; To harmonize the tune of the sixth medium; Correct the seven orifices to serve the heart; To harmonize the eight parts of the body to make one whole; Through the nine organs to establish pure virtue, in order to conform to the ten grades to train officials. In the end, there are thousands of tastes, thousands of methods, things that can be calculated into billions, properties that can be managed into trillions, and income that can be obtained into trillions, so as to reach the limit of numbers and the extreme of "sum". "Tong" here refers to principled harmony, which has already contained the germ of diversity and unity of opposites. And "Tong" refers to the superposition between the same things, only the increase in quantity, but not qualitative change. It avoids conflicts and tries to cover up differences between things. In interpersonal relationships, "Tong" is the expression of yes, unprincipled sexual or conniving. "The same will not follow" is the same things simple superposition, but after the superposition will not produce new elements, not like "He" the same as everything, waiting for exhaustion after the end. Shi Bo's thought of "Tong" is characterized by dialectical thinking. He compares "harmony" with "harmony". "Harmony" represents both contradictory and unified dialectical views, while "harmony" is just a simple superposition. Shi Bo criticized king You of Zhou for pursuing "harmony" instead of "harmony", which also proved Shi Bo's thought of pursuing "harmony" from the side.

This inherited Shi Bo "He" and "Tong" point of view, and thought the society advocated by the "with" is the principle of no absolutely the same, and he advocated "He" and "Tong" has different concepts, "and" contains the characteristics of diversity, the unity of the opposites, we can also see "He" as is "Tong" contains "vision". Yan Ying opposes the former and advocates the latter. He said in the Spring and Autumn dynasty, *Annals of Yanzi* that Jinggong asked Yanzi who was the man galloping by on a hot day in six horses. Yan Zi replied that it was Liang Qiuzhu, the favorite minister of the duke of Jing. Jing Gong again asked Yan Ziliang whether Qiuzhu was much like him. Yan Zi replied, "This is the common sense of the same, the so-called harmony, just as the king is sweet, his subjects should be sour, the king is light, his subjects are salty. Liang Qiu according to nowadays, the king he is sweet, sweet monarch thinks is right, Liang Qiu according to think is right, the Kings acid, and he also acid, the king thought is wrong, he thinks is wrong, this kind of indiscriminate, without their own independent thinking, blindly follow other people's thought and behavior is "Tong", where it would be "He"! It is worth noting that the "harmony" advocated by Yan Ying does not require officials to "play a different tune" with the monarch, and officials must express different views from the monarch when the monarch says anything, nor does it advocate that the monarch should regard the agreement of the sycophants as the harmony between the monarch and his subjects. He

advocated that the king and his subjects should make up for each other's shortcomings. Only when the two sides understand each other, trust each other, and learn from each other's strengths, can the country become more prosperous and prosperous.

In addition, Yan Ying, on the basis of inheriting Shi Bo's thought of "harmony", added the ideological content of "can" and "deny" into the thought of "harmony", forming a new connotation. Yan Zi said, "Harmony is just like making soup. Water, fire, vinegar, sauce, salt and plums are used to cook fish, firewood is used to cook it, a butcher is used to mix it, and various tastes are added to it, which increases the deficiency and reduces too much. When a gentleman eats this soup, he is at peace. The same is true of Kings and ministers. The King thinks it is appropriate, but if there is something inappropriate, the official should point out the inappropriate, in order to achieve its suitability; If the King thinks it is inappropriate, but if there is a suitable place, the minister should point out the appropriate place and remove the inappropriate place. So the politics are peaceful and the people are not fighting." From the above two references, it can be seen that Yan Ying believes that the difference between "harmony" and "identical" lies in "can" and "deny". Here Yan Ying compares "can" with "deny", and clearly describes the opposite performance between "can" and "deny" as "no and saying". That is to say, from "many" to "two" in many, from "different" to "no" in different, so as to grasp the opposites in difference. Not only that, Yan Ying also discussed the characteristics of "harmony", he thinks that the harmony of princes is like a harmonious soup, respectful, cautious and calm. The first king took charge of major affairs without complaints, the world without disputes. Yan Ying also said that the former king used the tune into the five tastes, harmony and five voices of the truth of governance, so the heart of peace, great political success. Sound, like taste, has one gas, two bodies, three types, four things, five tones, six rhythms, seven notes, eight winds and nine songs, which complement each other. There are also clear and cloudy, large and small, short and long, quick and slow, sad and happy, rigid and soft, late and fast, high and low, out and in, dense and thin, these complement each other. After listening to such music, the gentleman becomes calm. Peace of mind leads to morality and beauty. It can be seen from the above discussion that the thought of "opposite economy" is a fine tradition of Chinese dialectics. Although we do not see the concept of "opposite economic" here, but the dialectical view of "opposite economic" has been clearly shown.

It can be seen from the above that Shi Bo and Yan Ying's "debate on harmony with each other" had a developmental relationship. Spitzer's point of view is mainly discussed from the aspect of ontology. On the basis of absorbing Shi Bo's thought, Yan Ying started from two aspects of methodology and epistemology. In addition, Shi Bo and Yan Ying's "debate on harmony and harmony" also have the following two aspects of different content. On the one hand, Yan Ying's thought of "harmony" is more unified of opposites than that of Shi Bo. Although the content of "harmony" in Shi Bo's thought contains two contents,

"complementarity" and "economic complementarity", these two contents are not explicitly mentioned. In Yan Ying's thoughts of "harmony", "harmony" is not only explicitly put forward, Yan Ying also makes some stipulations about "harmony". On the other hand, Shi Bo's "harmony" does not contain the concepts of "can" and "deny", but in Yan Ying's "harmony", we seem to see the mutual combination of "can" and "deny".

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Study on Teaching British Literature for Non-English Majors

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Abstract: The internationalization process of modern society is increasingly intensified, and the setting of Chinese as a foreign language major in universities emerges at the historic moment under the demand of internationalization. Its employment direction is mainly to teach Chinese courses to foreign students. As the product of the creative use of English language by The British people, British literature requires students to learn and understand English literature and culture while acquiring English language, which is also the purpose of setting up this course for Chinese as a Foreign language. As a non-English major, how to make the students interested in English literature course and learn, which needs teachers to work hard in classroom teaching.

Key words: Teaching Chinese as a foreign language; British literature

The major of teaching Chinese as a foreign language is also known as teaching Chinese to speakers of other languages. In recent years, Chinese teaching has developed rapidly in various countries around the world, and the demand for talents majoring in Chinese as a foreign language is also increasing. In China, the Chinese as a foreign language major was first established in Beijing Language and Culture University in 1981 (Wang *et al.*, 2007). English literature is a compulsory course for students majoring in Chinese as a foreign language, which aims to make them understand and acquire ancient and modern English literature. How to give non-English major students a good English literature course, this paper will discuss from the following aspects.

First, flexibly adjusting the teaching content according to the specialty characteristics should be a proper way. It is clear that the non-English students are encouraged to learn foreign language, literature, cultural knowledge rather than be required to make an in-depth study and research on British and American literary works. After understanding the training objectives of Chinese as a foreign language major, the author consciously showed some pictures and videos introducing British culture to students in class. For example, in the first class, I first asked my students if they knew the true meaning of the country of The United Kingdom. As I expected, even though they had studied geography in high school, most of them could not immediately answer what parts the United Kingdom consisted of. What is the point of studying English literature if students do not even know about Britain or its history? Therefore, I played a "12-minute video about the history and culture of the UK" to my students, which introduced the origin, history and electoral system of the UK in great detail in English. The English literature class, which is a little boring, viewing

the video clips related to teaching can not only make students understand the content with pictures and attract students' attention and interest, but also be of great benefit to students' oral English.

Second, it is suggested to give more basic English teaching according to students' level. After all, this course is not for English major, and the English courses offered by Chinese as a foreign language major are relatively limited. How to make use of the limited class time to improve students' basic English knowledge, such as oral English and vocabulary, which requires teachers to carry out teaching purposefully on the premise of understanding students' English level. For example, in the introduction of Shakespeare's famous love tragedy Romeo and Juliet, students will realize the history of the alternation between feudal system and capitalist system in England and the liberation of personality struggling in people's hearts. I took the ancient Chinese literature "Peony Pavilion" and compare with it, so that students can understand the difference between the love between young men and women in feudal Society in China and feudal society in Britain through the interpretation of the inner monologue of the protagonist. The former is reserved and the latter is passionate and uninhibited. Students naturally learn the differences between Chinese and Western cultures in comparative reading. In addition, urging students to learn English after class and assigning certain learning tasks to students is also a powerful measure for non-English major students to learn English.

Third, to find the incentive to motivate students to learn English. Chinese Hanban launches a "Volunteer Chinese Teacher" program for fresh college graduates every year. This project is currently a very important national project, aimed at promoting Chinese language and popularizing Chinese language in today's globalized world. With the rapid development of China's economy in recent years, the demand for Chinese language learning in various countries is increasing, and the selection scale of Chinese volunteers is also expanding compared with recent years, which is undoubtedly a pleasant thing for students majoring in Chinese as a foreign language. In September 2014, The Education Department of Henan Province organized a propaganda activity called "I am a Chinese envoy", in which Chinese volunteers from different countries came to our school to preach and share their "sour, sweet, bitter and spicy" experiences of teaching abroad. After listening to the lecture, students majoring in Chinese as a foreign language were very encouraged. Many students were interested in teaching Chinese and spreading Chinese culture, which also made students more determined to learn English well and know more about

foreign cultures. In class, many students begin to try to answer questions in English.

Encourage students to participate in classroom teaching activities as much as possible. In order to make students interested in English literature and invest more time to understand English literature, I made some arrangements for classroom teaching and classroom tasks. The students were divided into 6 groups, and each group had to show and explain representative literary authors and works of a certain period. The setting of this teaching task not only enables students to take the initiative to read literary works and analyze them, but also can improve the teaching skills, exercise their courage. Therefore, to improve the overall quality of students. In addition, students' explanation is easier to attract the attention of other students, so that students can learn from the advantages of the speaker, find out the shortcomings. The boring literature class is much more active, and also make more students interested in this course.

In order to enable the group members to participate in this activity, I asked each group to choose a commentator to evaluate the teaching presentations of the other groups, and an introducer to introduce the group members. Both the introducer and the evaluator were encouraged to present in English. Practice has proved that this activity changes students from classroom participants to classroom guiders, which not only exercises the interpreter's language expression ability and classroom teaching ability, but also makes it easier for other students to focus their attention on the classroom.

In addition to reasonably arranging teaching activities in class, teachers still need to do a lot of preparatory work when preparing lessons.

Teachers need to be very familiar with the teaching content. Although time is arranged for students to explain

the content of the class, the content of the students' explanation is limited and insufficient after all. In this case, teachers need to make supplements, especially in the foreign literature class. For example, when students talk about Francis Bacon's "Of Marriage and Single Life", they do not have a thorough understanding of Bacon's views on marriage and singleness, and do not clearly express his or her attitude towards marriage. When explaining the whole article, they only talked in general, which may be related to the English level of non-English major students. In this case, it is necessary for the teacher to "rescue" and make necessary supplements for the points that the students have not talked about. The ultimate goal is to make the students have a clear understanding of the author, text excerpts and writing background.

CONCLUSION

British literature occupies a special place in English literature, which is created by the British people living in the West of Europe in the long course of historical development. It is a bright pearl in the treasure house of world literature. To master English, it is necessary to read some English literature (Wang, 2011). If students majoring in Chinese as a foreign language can make full use of their limited classroom time to really understand English literature, it is of great benefit to their learning of the English language, to understand the essence of British literature and British culture.

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The Teaching Realization of New Moral Education Goal

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Abstract: "Morality and the rule of law" instead of "Ideological and moral character" become a new edition of junior high school students' ideological and political education textbooks. Theoretical scholars and educational practitioners need to understand the background and reasons for the party Central Committee and relevant national institutions to incorporate the education of rule of law knowledge into the ideological and political courses in junior high schools, and clearly define the goal of the education of rule of law in junior high schools. In terms of the organization and implementation of the curriculum content of junior high school legal education, teachers need to seek appropriate teaching methods from students' thinking and action to achieve the new moral education goal of "making junior high school students become people with legal literacy and respect others" on the basis of selecting appropriate legal learning experience. To realize the new moral education goal through the education of the rule of law, teachers must actively develop and make good use of a variety of teaching thinking, guide students to correctly understand the law, make students become people with the quality of the rule of law.

Key words: Junior High School Students; Rule Of Law; Moral Education; Duty; Instructional Thinking

1.LEARN NORMATIVE THINKING AND LET STUDENTS UNDERSTAND WHAT LAW IS

The goal of junior high school legal education curriculum is to make junior high school students become people with legal literacy and guide them to live a moral life that respects others, rather than becoming moral people themselves. This kind of moral education, which is devoted to cultivating civic accomplishment, is not important for junior middle school students to master useful legal knowledge, but finally gives them a universal method to think, deal with, cultivate and develop new interpersonal relationships. Therefore, is a junior high school in terms of the organization and implementation of the rule of law education curriculum content, learning experience in choosing appropriate legal basis, implementation "make the junior middle school students to become the rule of law quality, and respect other people," the new moral education goal, need teachers from two aspects of the minds of students to act to seek appropriate teaching methods.

Master three kinds of teaching thinking to guide students to correctly understand law. Everything can be looked at from multiple perspectives, especially the law. To realize the new moral education goal through the education of the rule of law, teachers must actively develop and make good use of a variety of teaching thinking, guide students to

correctly understand the law, make students become people with the quality of the rule of law.

"The first step in teaching is understanding. In this regard, teachers of legal education must first understand the nature of law itself. The important characteristic of law is normative, that is to say, it can have universal binding force on the behavior of an unspecified person without involving a specific person or individual behavior. The existence of law itself means that a certain behavior is no longer arbitrary. Even if the regulation of a certain behavior is unreasonable, the law is still valid until the law is amended and repealed. For example, if a traffic rule requires a speed limit of 60 km, even if a person thinks he is safe at 100 km, he is not exempted from legal liability accordingly. Thus, legal normative characteristics requires teachers to form a standardized teaching thinking, normative teaching thinking refers to the teachers' teaching must be strictly in accordance with the provisions of the law, with the help of professional concepts and technical terms accurately understand the meaning of legal norms, it is forbidden to mood, emotion, prejudice, human conceptual factors into the rule of law in the teaching process of knowledge.

It is in this sense that the "seventh Five-year plan" for the popularization of law requires that an important purpose of the current publicity and education of the popularization of law is to get rid of the wrong idea that "law does not blame the people" and "human feelings are greater than the law of the country". In terms of the legal knowledge education of teenagers, teachers must learn normative thinking and let students understand what law is. The fundamental reason why the so-called "law does not blame the people" and "human feelings are greater than the law of the country" is wrong lies in the failure to understand the standardization of the law itself. This is not to deny that human feelings, morals and customs may influence law or serve as the goal pursued by law, but to say that law, morality and customs have their own characteristics and functions, and should not be equated or confused. The law has its own way of existence and operation, such as morality requires repayment of debts, but the law has the system of elimination prescription so that the creditor's rights after a certain period of time are no longer protected by law. Normative teaching thinking requires that teachers must first understand the uniqueness of law and teach it to students.

2.MAKE GOOD USE OF VALUE THINKING TO MAKE STUDENTS UNDERSTAND THE MORAL BASE OF LAW.

Although the law is normative, it does not mean that the law itself is a closed system. The law must communicate with the changing morals and customs in order to adapt to

the social changes and play its normative function. That is to say, although law is different from morality and customs, law must be established on ethics to have legitimacy, and part of the moral law standardization, so as to obtain the approval and true belief of citizens. The mutual integration of law and morality means that in addition to normative teaching thought, teachers must be good at applying value teaching thought in the education of legal knowledge. Through the application of value-based teaching thinking, teachers must analyze the moral background behind the practical legal norms and make students understand that any practical legal knowledge contains some kind of value-based considerations. As the outline of Youth Rule of law Education requires, youth rule of law education must "take socialist core values as the main line. Education on the rule of law should be combined with moral education, with emphasis on promoting core socialist values in the spirit of the rule of law and legal norms, and delivering correct value guidance through good laws and governance."

Therefore, when teaching some specific legal knowledge with value teaching thinking, teachers must accurately reveal the concrete content of socialist core values contained in real legal knowledge. For example, when teaching lesson 9, Volume 2, Grade 7, the role of law in our side and the role of law, students should understand that the play of the role of law aims to pursue the value of national harmony, social freedom and personal friendship. Taught in grade eight part ii for the first unit to ensure the implementation of the constitution, insist on governing the country by constitution, strengthen the constitutional supervision, such as teaching content, strengthen the consciousness of citizen's constitution, in particular, teachers should make students behind clear implementation of the constitution contains the national level of democracy, the rule of law in society and the individual level of patriotism and socialism core values.

In addition, teachers must pay attention to the use of value-based teaching thinking, teachers should not teach the corresponding legal knowledge on the current social issues that do not reach moral agreement. For example, whether homicide should be punishable by death, whether gays should have the right to marry, and whether the government should remedy economic injustice by redistributing wealth through taxation. It is inappropriate to present students with different legal views on these topics. As part of moral education, the education of the rule of law does not debate moral dilemmas, and debating these dilemmas does not form virtues, let alone maintain mental perfection. What junior high school students need to be guided by is a sense of values, and they need to seek guidance from trusted sources, on the moral themes underlying a legal issue. Therefore, teachers should remember that the morality communicated and integrated by law is only the minimum common value (such as ethics requires relatives to support each other, but the law will limit the legal support obligation to a certain range of people), the core values of the society. In this regard, the value teaching thinking must be made good use of, rather than abused and misused.

3.INTROSPECTIVE THINKING IS OFTEN USED TO MAKE STUDENTS UNDERSTAND WHAT THE LAW MAY BE.

In junior middle school legal knowledge education, teachers must also master reflective teaching thinking. This is because under the new curriculum and teaching concept, teachers themselves are an important curriculum resource. In the past, teachers were in the position of being studied, but now teachers should become researchers and reflective practitioners, taking themselves as the object of research and reflecting on their own teaching concepts and teaching practices. "Teachers who are reflective and work to improve their own teaching on that basis become better teachers and can guide other teachers." In Dewey's opinion, introspective thinking should be the goal of education. The so-called introspective thought is different from ordinary thought in that it consists of two aspects: first, it causes doubt, hesitation, confusion and mental difficulties; Second, the activity of seeking, searching, and inquiring is the practical means of solving problems and perplexities. In the whole process of introspection thinking, the dominant factor is the need to solve doubts. Existing materials cannot provide a definitive answer to a certain problem, but can only provide hints to solve the problem. Obviously, the application of introspective teaching thinking requires more stringent requirements on teachers' knowledge and ability, and teachers must master techniques and methods to skillfully apply them.

Generally, in the reflective teaching thinking mode, the content of the relevant legal knowledge, teachers should first create a certain problem situation, put forward to solve the problem, then organizes the student to the problem put forward their own conjecture and hypothetical solutions, and then design a experiment verification, finally make a summary. In the concrete implementation process, introspective teaching thinking "requires teachers to respect students' subjectivity and create a tolerant, democratic and equal teaching environment; The teacher should give certain encouragement to those students who break the routine, do not easily say right or wrong to students; Teachers should give priority to guidance and should not easily tell students the results of inquiry. In the face of a certain society, moral or political issues, the students not only need to be urged to study relevant facts, but also need to seek advice from a trusted sources and get guidance, thought of reflective teaching can make students grow up to be a confident and keep an open dialogue, an understanding of the truth has a more refined and not just people who hold the either/or answers. Students need to know that even if they disagree with others, they should allow them to express their disagreement and respect their opinions. Through the use of reflective teaching thinking, students can know that any law is no longer a fixed thing, the current legal norms are only a way of social life, good life can be developed through the possibility of various kinds of laws.

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How to Improve the Protection of Owners' Rights in China

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Abstract: In the process of exercising the owner's rights, the disputes and infringement of the owner's rights often occur in practice. As a hot issue in the society, the protection of the owner's rights has been widely concerned by all walks of life. In the process of legal protection of owner's rights, there are various problems. Therefore, it is necessary to protect the owners' rights from the following aspects: granting the owners' committee the qualification of civil subject, adopting the combination of the principle of head decision and the principle of area, and adopting the voting mechanism of double half principle, and perfecting the standard of ascertaining the liability for breach of contract.

Key words: Building Ownership; Owner's Rights; Owners' Committee

1. GRANT THE OWNER'S COMMITTEE THE CIVIL SUBJECT QUALIFICATION

Although China's current legislation has provided the corresponding legal basis for the protection of owners' rights, due to the lag of the law, the existing legal provisions reveal many deficiencies, so how to improve the protection of owners' rights has become very urgent. There are some controversies in the academic circles about whether the owner's committee has the qualification of civil subject. Some scholars believe that the owner's committee has the basic elements of the civil subject, and enjoys the capacity for civil rights and civil conduct. At the same time, some scholars believe that this problem can not be generalized, it is necessary to judge whether the owner committee is engaged in the matters within its scope of authority. For example, when owner committee is engaged in the matter that belongs to its duty scope produces dispute, can become civil subject, take part in civil lawsuit as litigation subject. It is the current overall trend that the owner committee has the qualification of civil subject.

The owner's rights can be fully guaranteed by endowing the owner's committee with the civil subject qualification, but because the owner's committee does not have independent property, and does not belong to the legal person or non-legal person organization stipulated by law, therefore, it can not be directly independent of external responsibility. We can learn from the relevant provisions of foreign countries to solve this one problem, namely owner committee is the legal person that the condition sets up, register to the administrative department in charge of property seat when owner committee, when fulfilling the matters stipulated in its legal articles of association, can enjoy civil subject qualification.

2. THE DOUBLE MAJORITY PRINCIPLE VOTING MECHANISM SHALL BE ADOPTED IN

COMBINATION WITH THE HEAD VOTE PRINCIPLE AND THE AREA PRINCIPLE

The most important rule of the owners' meeting is the voting rule. At present, the academic circle mainly divides into three viewpoints on voting rules, namely, the principle of head vote, the principle of value and the principle of area. The principle of head count means that each owner has one and only one vote. The value principle is to determine the voting right according to the property value owned by the owner. The greater the property value is, the greater the voting right is. The area principle is to determine the voting power according to the property area owned by the owner. The larger the property area is, the larger the voting power is. As for the calculation of voting rights, China only made a principle stipulation on the resolution of the first owners' meeting, which directly linked the voting rights with the owners' property value. But such calculations could lead to "big owners" dominating meetings, to the detriment of other owners' claims and rights. Therefore, we can combine the head count principle with the area principle and adopt the double majority principle, that is, the principle that more than half of the voters and the voting owners own more than half of the property value.

The operation rules of the owners' conference are set too strict, which makes it difficult for owners to participate in the owners' conference in practice. In fact, it is not necessary to make special provisions for some special matters, that is, more than 2/3 of the voting rights to be adopted. These major special matters can be adopted in accordance with the provisions of general matters, that is, more than 1/2 of the voting rights to be adopted. Adjusting the operating rules of the owners' assembly can effectively avoid the failure of the owners' assembly to play a role due to the excessively high exercise ratio and provide a guarantee for the protection of owners' rights.

3. ADD THE GUARANTEE OBLIGATION AND JOINT AND SEVERAL LIABILITY OF THE DEVELOPER IN THE EARLY STAGE OF THE PROPERTY

The property service company in the early stage is selected by the developer, so the developer should be the guarantor of the property service company in the early stage, and assume the guarantee obligation for the service level and quality provided by the property service company in the early stage. When the property service company damages the owner's rights, the developer and the property service company shall bear joint and several liabilities. Under the joint and several liability and guarantee system of joint liability guarantee is similar, but so on joint and several guarantee responsibility system, the owner in the process of tort damage compensation

claims, sued may demand compensation either developers or property services companies, developers and property service companies have a duty to fill the owner for the prophase realty service losses. If the developer is at fault for the occurrence of damage to the owner after assuming the obligation of compensation, he/she should assume the corresponding responsibility within the scope of his/her fault, and the part beyond the scope of his/her responsibility can be recovered from the property service company.

Hiring property company is the owner's right, but sometimes the development chamber of commerce chooses the property company of the community in advance. In the subsequent residential owners, although in the form has accepted the property company and perform the contractual obligations, but the obligation is not between the owner and the property company through the contract to determine the rights and obligations. Developers have the right to choose the property service company according to their own will, but it is not the bear of the rights and obligations of the property service contract, according to the principle of equality of rights and obligations, therefore, developers should bear the corresponding obligations. Otherwise, it will lead to the owner passively accept the property service company chosen by the developer, and the developer will not bear any responsibility when the quality problems of the property company damage the interests of the owner in the early stage. This is clearly not in line with the principle of the consistency of rights and responsibilities emphasized by the law.

4. INCREASE THE OWNER'S RIGHT TO MODIFY THE PREVIOUS PROPERTY SERVICE CONTRACT

Relevant laws should increase the participation of property owners in the conclusion of property service contracts, and have the right to modify the relevant provisions of property service contracts. In practice, the owner's independent choice is often violated. Although the real estate service contract is signed between the owner and the real estate service company, the real estate service company usually has certain advantages in the early stage. When the property service contract is signed, the owner generally has no opportunity to negotiate with the property service company, and can only be forced to accept the terms of the property service contract. Therefore, the owner's right to modify the property service contract in the early stage should be increased, and the owner has the right to ask the property service company to modify the clauses in the property service contract that infringe the owner's independent choice. This right of modification can be exercised by referring to the way of forming the right of action. The contents that the owner can modify are only for the clauses that infringe on his own right of choice. In order to effectively protect the rights of the owners should specify the legal relationships between owner and property services company, although the prophase realty service contract is signed by the developers and property

service company, but as the rights and obligations of the realty service contract to bear, the owner should be allowed to modify the prophase realty service contract, also can let owner personally participate in the realty service contract. In the early stage of property services, developers are often in a dominant position and an advantageous position, and even some developers will take some secret measures to collude with property companies to damage the rights of owners. Therefore, it is in line with the purpose of modern legislation to increase the owner's right to modify the property service contract.

5. DETERMINE THE PRINCIPLE OF LIABILITY FOR BREACH OF CONTRACT

In the current situation that the liability for breach of contract of real estate service contract is not clear, it is particularly important to determine the liability principle for breach of contract of real estate service contract. Property service contract is special in nature and similar to the entrustment contract in nature. When determining the liability for breach of contract, the agency contract can be divided into paid agency contract and free agency contract. In the paid commission contract, the trustee has a high degree of duty of care, while in the free commission contract, the trustee has a low degree of duty of care. By analogy, a real estate service contract can refer to the principle of liability for breach of contract in a paid agency contract. A real estate service company has a high degree of duty of care, and a party to a contract should be liable for compensation if it causes losses to the other party due to its own fault. Therefore, the liability principle for breach of contract in real estate service contract should be defined as fault liability principle [4]4-3, which is determined based on the characteristics of real estate service contract itself.

The determination of the liability principle for breach of contract in the real estate service contract can provide some supplement to the content agreed in the previous real estate service contract. If disputes occur in the process of implementation in the future, private relief can be provided according to the principle of liability, which greatly reduces the occurrence of disputes. In the process of litigation, the judge can also judge according to the principle of liability, which provides a reference for judging whether there is a breach of contract.

China's property system is not a long time of development, the relevant theoretical system is not perfect. We still need to continue to explore, summed up a set of systems and norms suitable for our country to protect the legitimate rights and interests of owners.

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The Reasons for Attaching Importance to Encouraging Teaching Methods in Primary And Secondary Education

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Abstract: Encouraging teaching method is the most used teaching method in modern primary and secondary schools. This method has a long history and is highly respected by many educators and educational psychologists at home and abroad. This paper introduces the views of different Chinese education experts on encouraging teaching method, and analyzes the reasons in modern primary and secondary education.

Key words: Encourage teaching method; primary and secondary education

1 THE MEANING OF ENCOURAGE TEACHING METHOD

Encouraging teaching method is one of the most commonly used by teachers in the teaching process, especially in the teaching process of modern primary and secondary schools, which is very widely used, and its effect is also very significant. This method has a very significant role in improving students' learning enthusiasm and establishing self-confidence. However, many teachers also do not recognize the encouraging teaching method, they agree more with strict teachers. Due to historical reasons, there is little research literature on encouraging teaching methods in China. This paper introduces the views of different Chinese education experts on encouraging teaching method, and analyzes the reasons for attaching importance to encouraging teaching method in modern primary and secondary school education, hoping to enlighten the general educators and more teachers to adopt the encouraging teaching method. Encourage teaching is a teaching method is fully embodies the student main body status, it conforms to the psychological characteristics of students, through in the teaching process to give the student encouragement, praise, affirmation, praise and reward, to inspire the enthusiasm of students learning, cultivate the students interest in learning, help students to improve self-confidence, more consciously strive for their own development and progress, Turn passivity into action.

2 CHINESE AND FOREIGN SUPPORTERS OF THE ENCOURAGING TEACHING METHOD AND THEIR VIEWS

2.1 Proponents of encouraging teaching methods in China and their main views

Chen Heqin contemporary outstanding children's education experts in teaching methods, encouragement and punishment education is one of them, it can play a positive role, the core is about the assurance of "degree", he thinks that relative to the negative stimulus, actively

encourage more advantage, but not abuse encourage method, otherwise it will produce a negative effect^[1].

2.2 Supporters of teaching methods and their main ideas are encouraged in other countries

(1) American psychologist Rosenthal's famous experiment proved that if teachers love students and have good expectations of students, students will be more aggressive, hoping to be encouraged by teachers and live up to their expectations. Teachers often give students affirmation, encouragement and praise, so students get positive encouragement, will arouse students to teachers more sincere dependence and respect. Create positive confidence and determination, such a virtuous circle, will produce the desired effect of teachers, this is the Pygmalion effect^[2].

Therefore, teachers should not give up the underachiever, should make full use of the Rosenthal effect, to change the "deadwood can not be carved" concept, firmly believe that "people can change", firmly establish the underachiever is also a talent, can also be successful appraisal belief, full of expectations for them^[3].

(2) Ausubel believes that students' achievement motivation is mainly composed of three kinds of drives. This theory is called Ausubel's classification of achievement motivation, in which the auxiliary drive is the main motivation for learning in primary and secondary schools. This shows that teachers' encouragement to students is the best impetus for primary and middle school students.

(3) American humanistic psychologist Maslow's hierarchy of needs theory also provides theoretical support for teachers to pay attention to the application of encouraging teaching methods. Anyone's motives are, he argues, on the basis of the needs to happen is inspired, and who has seven basic needs, physiological needs, security needs, love and belonging needs, respect the need, cognition and understanding, aesthetic needs and self-actualization needs, these needs from junior to senior arranged in a hierarchy, The pursuit of higher needs comes after lower needs are at least partially satisfied^[4]. He defines the first four needs as the need for absence, and the last three as the need for growth. In school learning, the lack of motivation of the educated is, to some extent, related to those lacking needs that are not fully satisfied. If students feel unloved or believe they are powerless, they cannot be strongly motivated to achieve higher goals. Students who are unsure whether they are liked by their teachers tend to make the "safe" choice of learning for the test rather than being interested in learning for its own sake^[5].

3 THE REASONS FOR ENCOURAGING TEACHING METHODS IN MODERN PRIMARY AND SECONDARY EDUCATION

3.1 The analysis from the new curriculum reform request and the social education idea change

3.1.1 Analysis from the new curriculum reform

Encouraging teaching method is one of the most suitable teaching methods to adapt to the current curriculum reform in China. First of all, from the point of view of the core concept of the new curriculum reform: the core concept of the new curriculum reform is people-oriented education, that is, "everything for the development of every student". To promote each student to achieve their own development, which requires the teacher not only to let the excellent students continue to work hard, maintain the results, but also requires the teacher can not ignore the underachiever, but also to make the underachiever to enhance the motivation to learn, improve the self-confidence of students. However, it is best to encourage the teaching method that is applicable to both classes of students, so that the students with good grades are not proud to stop, and the students who are temporarily behind are not discouraged.

Secondly, from the perspective of the evaluation concept of the new curriculum reform, it is required to change the overemphasis on the function of screening and selection of curriculum evaluation, and give play to the function of evaluation in promoting the development of students. Establish a system to promote students' all-round development. That is to say, teachers should not only pay attention to students' academic performance, but also discover and develop students' potential in various aspects, help students know themselves and build self-confidence. To give full play to the educational function of evaluation, promote students to develop on the original level. Grades are not the only standard to measure whether a person is excellent, teachers should learn to appreciate students, respect students, for those who are not excellent grades, but have other bright points of students, timely encouragement, magnify the advantages. The core meaning of encouraging teaching method is to ask teachers to learn to appreciate students, praise students, help students enhance self-confidence, and achieve their own development.

Finally, from the perspective of the educational concept of the new curriculum reform, teachers are required to establish a correct view of students, realize that students are the main body in learning, and realize that students are unique and developing people. The dominant position of students in learning requires teachers to respect students, give students a certain autonomy, namely the right to freedom of choice study direction, in the process, teachers can only to the good aspects actively guide, but not because the student did not own preset road and violence intervention, rather than coercive measures, encourage teaching will highlight student's main body status. And because students are unique, so teachers must be aware of the differences between students, not request that a standard set of criticism to the underachiever, and should be in the underachiever with a little progress, give them

encouragement, said the teacher saw their efforts, even if they are still not class, but also can make people praise, To motivate the students. In addition, students are developing people, for the current students who still have many shortcomings, to believe that students can do well, give them appropriate encouragement, that the teacher believes in them, will not give up on them.

The role of teachers has changed, and the way of behavior should be reshaped. Treat the teacher-student relationship: emphasize respect, appreciation, and partnership with students^[6].

3.1.2 Analysis from the change of educational concept of the whole society

With the development of society, great and profound changes have taken place in people's educational concepts. In the past, it was generally supported that "filial son is born under the rod" and children should be taught strictly. Now, from parents to scholars and educators, people generally oppose traditional educational ideas and cannot tolerate corporal punishment, and take a positive approach to promote the healthy development of primary and secondary school students. Encouraging teaching method as a teaching method corresponding to punitive teaching has gradually been welcomed by parents and educators. The so-called art comes from life, and the popular tiger Mom Cat Dad is a vivid embodiment of this educational phenomenon. The tiger mother is no longer suitable. Parents and educators should respect students, encourage them more, and use gentle education methods to promote the healthy development of students' physical and mental health as well as their moral, intellectual and physical improvement. Therefore, it is important to encourage specialized research, learning, and proper use of teaching methods.

3.2 Analysis from the Angle of students' pressure and psychological characteristics

3.2.1. Analysis from the Angle of students' pressure

On the one hand, the modern society, most families are only children, the home of the four old man with a pair of parents focus will be placed in a child, the child is placed great hope, in a competitive, hope a less-pressured expectations, in terms of learning, parents hope children can not only excellent results, a class, to go to school, They also want their children to be versatile, so their parents arrange all kinds of tutoring agencies from an early age, which occupies the free time for them to relax, which can be imagined as a great pressure for them. However, paradoxically, in life, under such a family structure, the elders in the family are very pampered their children, which makes the children's character is insufficient, and the ability to resist pressure and defeat is weak. The contradiction between the great pressure on learning and the poor ability to resist pressure on the character makes the students in a long-term depression, irritable psychological state, which is not only not conducive to the healthy development of the students' body and mind, but also inhibits the students' learning enthusiasm, it seems that learning is not for their own. Therefore, it is very important to reduce pressure and improve students' ability to resist pressure and defeat.

These objective conditions for teachers in the teaching process to the choice of appropriate teaching methods, rather than punishing the teaching means of this kind of pressure, encourage teaching will be more conducive to the development of students, teachers can through to the students, some aspects of progress, the advantages of the character of appropriate praise, encourage and reward, let students experience the joy of the progress, Improve enthusiasm, dare to struggle, dare to struggle with setbacks, know themselves, establish self-confidence, so as to develop themselves more active^[7].

3.2.2 Analysis from the Angle of students' psychological characteristics

First of all, for primary and middle school students, their motivation to study is mainly to win the praise of teachers and parents. Cognitive educational psychologist Ausubel once put forward that students' achievement motivation is mainly composed of three kinds of drive. This theory is called Ausubel's classification of achievement motivation, in which the auxiliary drive is the main driving force for students in lower grades. Attachment drive refers to the need for students to work hard in order to maintain the approval or recognition of parents and teachers, etc. Therefore, for primary and middle school students, the use of encouraging teaching method will be more conducive to promoting students' learning. It is beneficial to make students feel the affirmation obtained because of their hard work, stimulate their interest in learning and study happily. Second, for middle school students, they are in adolescence, emotional instability and bipolarity, explosive and impulse, the leakage and the characteristics of hidden within, and persistence of mind, the primary and middle school students emotion strongly, volatile, obvious bipolarity, is not very stable, they compare the one-sided view of things, it is easy to produce radical reaction, is more sensitive to all sorts of things, They will prolong their happy emotional experience and develop into a positive and good state of mind because of their success or being praised. Conversely, they will also prolong their unhappy negative emotions and develop into a bad state of mind because of frustration. In view of these characteristics of teenagers' rebellious psychology and their emotions, educators are also required to choose moderate and positive encouraging education methods.

3.3 The analysis from the teacher responsibility and special identity

From the perspective of teacher responsibility, teachers

are not only students' teachers, but also their friends. We always encourage teachers to be friends with students and form a good teacher-student relationship. Encouraging teaching is one of the best ways to bring teachers and students closer together. If teachers can respect students, appreciate students and encourage students more, students can naturally feel the love and attention of teachers, which is more conducive to students to take the initiative to get close to teachers and develop a good teacher-student relationship.

From the perspective of the special status of teachers, teachers, as the educators who contact with students every day, will influence students subtly. Therefore, teachers should pay attention to their words and deeds. In the process of teaching students, it is good to let students see what the teacher does. Encourage teaching starting point is to ask the teacher to do respect and appreciation for the student, good at find the best in students, so teachers treat students, makes students in virtually affected, to cultivate students know, understand respect, modesty is appreciate other people's good moral character, and even to the whole class.

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The Dilemma and Breakthrough of Teachers Becoming Researchers

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Abstract: The idea that teachers become researchers is the primary direction of current international teacher education reform. Teachers become researchers to realize the transformation of teachers from teaching to research, both theoretical and practical value. However, to become a researcher, teachers are still confronted with the difficulties of the idea that they do not want to be a researcher, the challenges of the management that they cannot be a researcher, and the challenges of the methods that they cannot be a researcher. To get out of the practical dilemma of teachers becoming researchers, one must realize two changes in educational concepts and teacher training methods.

Keywords: The teachers; The researchers; The research methods

1. STATUS SCAN: DILEMMA IMAGE OF "TEACHER BECOMING RESEARCHER."

Since the 1960s, when Stenhouse formally put forward the slogan of the teacher as a researcher, this idea has gradually become a hot topic in the theoretical research of teacher education. "Teachers become researchers" is not only a slogan but also a concept. On the one hand, teachers should become researchers. On the other hand, teachers' teaching process, content, teaching situation, and the diversity of students determine that teachers' teaching activities themselves are research activities and teachers themselves are researchers ^[1]. It is the essential requirement of teaching activities for teachers to become researchers ^[2]. However, through participating in relevant teaching and research activities in primary and secondary schools in recent years, it is found that "teachers becoming researchers" is still mainly at the conceptual level and has not yet become a conscious action of teachers. "Teacher as researcher" is in trouble in practice. Why does this happen? In other words, why does "teacher as researcher" get into trouble in practice? How to make "teachers become researchers" from ideal to reality? This paper tries to understand the dilemma of "teachers becoming researchers" and its causes and puts forward the countermeasures to break through these dilemmas to help teachers realize the transformation from "teaching master" to "researchers."

In the communication with primary and secondary schools, researchers asked, "what do you think about 'educational research' and 'teachers becoming researchers'?" When it comes to this question, teachers generally report that when the concept of "research" and "researcher" is mentioned, they will have a sense of mystery and awe. Front-line teachers believe that university teachers, educators, and educational theory researchers should do the research. "Do you think primary and secondary school teachers

must become researchers?" Their answer: "In theory, not in practice." Because for primary and secondary school teachers, it is necessary to teach suitable classes and teach students to score high in exams. In the interview, the question "What is your evaluation of those teachers who have done well in education and scientific research?" Their answer is: "QUITE admire them because primary and secondary school teachers engaged in scientific research is not easy! There's no time, and there's no money, so most people don't want to do it." "Do you think teachers doing research can improve students' grades?" "I don't know. Some teachers do research and introduce new teaching ideas, which is helpful to teaching. But students' test scores fell when more teachers were mindful."

In teaching management and scientific research management, there is a phenomenon of favoring one over the other in the treatment of teaching and research. That is, the school attaches more importance to teaching than to research. For example, we can conduct quality course selection in teaching open classes, teaching competition, and quality course competition, give material and honorary rewards to teachers, and link them with their excellent evaluation and promotion of professional titles. But the school attaches insufficient importance to the teacher's research. For another example, the school is rigorous in teaching discipline and strict implementation; But the teaching and research system is nominal and poorly implemented. However, teaching research is loosely regulated, and some schools even have no teaching research system. If teachers violate teaching discipline, such as being late for class or leaving early, they will be severely criticized and punished. Therefore, teachers seldom violate teaching discipline. However, if they break the teaching and research system, such as being late for teaching and research activities or leaving early, the school will turn a blind eye to them. The so-called teaching and research system is meaningless to teachers, and teachers will not take it seriously if they violate it. The preferential treatment of "teaching" and "research" by school management will inevitably affect teachers' behavior choices and make teachers unable to become researchers.

The research shows that mastering the fundamental theories, methods, and models of educational research is the key to help teachers become researchers ^[3]. In interviews with teachers, the author found that teachers generally lack scientific research literacy, which seriously restricts their ability to become researchers. For example, for a long time, most teachers did not integrate research into their teaching process. A teaching material, a teaching reference, plus a few exercise books are almost all the basis for teachers to prepare lessons. When the teacher

speaks eloquently in class, the student listens in a daze, does not disturb each other, and completes the task. All the work was done according to the requirements, and most people did not ask, or even did not want to ask, why they did it and how they should do it ^[4]. Therefore, efforts should be made to improve teachers' education and scientific research literacy and make teachers master and skillfully apply primary education and scientific research methods. If this problem is not solved, teacher research tends to become a mere formality, which soon falls into disuse and is challenging to develop healthily. In particular, for teachers to become researchers, it is necessary to strengthen the guidance of teacher education research methods. Only when teachers master educational research methods will they study and explain their doubts about academic behavior with scientific research methods. In this process, they will master educational research methods to establish the confidence of teachers to become researchers ^[5].

2. DILEMMA BREAKTHROUGH: BECOMING A RESEARCHER REQUIRES TWO TRANSITIONS

On the one hand, teachers should change their educational concepts. Ideas influence people's behavior. Only those teachers who have a robust critical consciousness of their educational practice and are not satisfied with the existing educational theories can become honest researchers. As Suhomlinsky said: "If you want to make teachers work can bring fun to teachers so that everyday class will not become a monotonous obligation, then you should guide every teacher to engage in education and scientific research on the road of happiness." Stenhouse wrote in *What is Research?* It is not only necessary but also possible for teachers to become researchers. First, teachers control the classroom, which is an ideal laboratory for testing educational theories. Second, there are few theories in academic research that do not rely on teacher validation. "Teachers become researchers" is the most direct and appropriate way for teachers to reflect on teaching, study and improve their educational practice. Foreign researchers often lack an in-depth understanding of the actual situation of education, and their research often fails to grasp the key to the problem and is not recognized by teachers. It is beneficial and feasible for teachers to become researchers themselves. Therefore, teachers overcome their fear and cultivate their enthusiasm for teaching research. Teachers should abandon the outdated concepts and incorrect understandings that restrict their functional analysis and realize the significance of "teachers becoming researchers" in promoting professional development. Teachers should have the consciousness and strong desire

for research and have the courage to research.

On the other hand, schools should innovate the way of teacher training. Teacher training is a meaningful way to promote teacher professional development. However, for a long time, China's training has had various disadvantages, training content obsolete, single form. At present, teachers are no longer satisfied with the traditional conventional training methods. They hope to consider their teaching practices and professional growth needs, enhance the correlation between the content and front-line teaching practice, and meet their personalized training needs. Therefore, it is necessary to reform teacher training from the supply side. At present, the teaching video slice diagnosis research method proposed by Wei Hongju, doctoral supervisor of Henan University, has solved the problem that teachers at the front line will not study. The so-called "teaching video slice diagnosis" is a micro research method integrating classroom video analysis and text analysis. The research method is based on the concept of slice diagnosis in biology and medicine. It uses video cutting technology to film teachers' regular classroom teaching videos and decomposes and extracts a series of typical clips containing a specific teaching design from teachers' continuous classroom teaching activities. In other words, it breaks an entire instructional video into small segments, much like biological or medical slices. Then, it takes the classroom teaching section as the media and analyzes the team, reflects on and optimizes the normal teaching behavior of teachers according to the standard of excellent teaching design, and summarizes the functions and requirements of superior teaching design intuitively and naturally. Thirdly, it finds some typical teaching design problems to correct the deficiency of teaching design in actual classroom teaching and form operational education theory. Through special lectures, front-line teachers can master and apply functional education theories and reflect on their teaching, improving teachers' professional quality.

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Design and Implementation of Hotel Room Management System

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Abstract: The ever-expanding scale of staff movement has led to an increasing demand for guest rooms, and traditional room management is complicated and inefficient. Therefore, a hotel room management system is needed for room information management. The system is designed and developed using PHP technology and MySQL database, and is divided into two modules: guest module and administrator module. The main functions of the guest module are browsing website home page, online booking, order inquiry, etc. The main functions of the administrator module are check-in management, check-out management, room management, room category management, message management and system management, etc. The system not only improves the efficiency of room management, but also realizes the standardization, systematization and efficiency of guest room management.

Key Words: Hotel Room Management; PHP; MySQL; JavaScript; HTML

1 INTRODUCTION

At present, the competition in the hotel industry is becoming increasingly fierce. In order to stand out from the fierce competition, we should use information technology for management. Having a perfect information management system is the premise for the hotel service industry to adapt to the modern increasingly fierce competitive situation and fast pace. Therefore, it is necessary to use the hotel room management system for hotel information management.

1.1 Research purpose and significance

Under the influence of the current background, the depth and breadth of information exchange are increasing with the wide application of information technology. Therefore, we should follow the pace of the times to improve the management and service level in order to provide better services for guests. By developing hotel room management system and applying it to practical work, it not only improves the management level of the hotel industry, but also helps to realize standardized management and improve revenue.

1.2 Research status

At present, C / S structure is mostly used to develop hotel management system. This kind of management system has the disadvantages of weak universality, poor portability and lack of maintainability. Therefore, it is urgent to develop a general hotel room management system to facilitate daily use. In addition, the existing hotel room management system still has security problems, which is easy to cause the leakage of guest information. In the hotel room management system, non management personnel cannot enter the system, and the login password of

management personnel is changed regularly, which improves the security of the hotel room management system and effectively prevents the leakage of guest information.

1.3 Main work

- (1) Build our own system architecture by reviewing relevant literature and referring to previous systems.
- (2) Develop the system according to its own system architecture and improve the system.
- (3) Check whether the system can operate normally and solve the problems existing in the system.

2 INTRODUCTION TO RELEVANT TECHNOLOGIES

2.1 PHP Technology

PHP is a widely used open source scripting language that can be embedded in HTML. It is especially suitable for Web development and supports almost all popular operating systems and databases with strong compatibility. PHP syntax absorbs the features of C, Java and Perl, has strong security, and is easy to operate and understand, which can save costs for enterprises in website development. Compared to Perl and ASP, PHP is a powerful CGI scripting language with fewer system resources and faster execution. PHP language search engine with the development of technology can be customized according to the preferences of customers personalized services for storage and classification, greatly improving the efficiency of data operation.

2.2 MySQL database

MySQL is a widely used relational database management system. It has the remarkable characteristics of large storage capacity, fast running speed, high security, supporting multi language development, low cost, open source and so on. Therefore, the databases of small and medium-sized websites are MySQL databases. MySQL language is usually used to create tables or define data, and data can be added and changed at any time. The guest data stored in MySQL system has absolute security guarantee. Only authorized guests can enter the system to access the allowed data and perform corresponding operations. Guests without permission can neither access the corresponding data in the database nor perform the corresponding operations.

3 ANALYSIS AND DESIGN OF THE SYSTEM

3.1 System requirements analysis

After field research, it is found that the hotel room management system mainly includes two types of users: guests and administrators, and they have different functions. The system requirements are analyzed from the perspective of both.

(1) Guests

Guests can view room information, hotel environment,

hotel location; You can book rooms, check in, cancel orders and submit messages online.

(2) Administrator

The administrator can add, delete and modify the room information, room information and photo album information; You can find room information; You can view and delete guest reviews of the hotel; Can check in and check out for guests; You can also add administrators and change their passwords.

3.2 Function module design

The hotel room management system can be divided into two modules: guest module and administrator module. The two modules connect to the same database, but access different data tables. The functions of the guest module and the administrator module are described in detail below.

(1) Guest module

Guests can directly view room information, hotel environment, hotel location, submit messages, book rooms, view and cancel orders on the home page of the website.

(2) Administrator module

① Occupancy management

Including lobby check-in, order check-in, check-in query and check-in statistics. The lobby can check in for guests who have not booked online; Order check-in can check-in for guests who book online in advance and arrive at the store; Check in information can be viewed through room number, name and contact number; Check in statistics can view historical order information and make statistics on rooms and business.

② Check out management

Including check-out liquidation. Enter the room number to query the order information of the guests to check out and check out for them.

③ Room management

Including adding, searching, deleting and modifying room information.

④ Housing management

Including adding, deleting and modifying room information.

⑤ Album management

Including adding, deleting and modifying album information.

⑥ Message management

Including viewing and deleting message information.

⑦ System management

Including adding administrator, modifying administrator password and returning to the system background login interface.

3.3 Design of the database

3.3.1 Requirement analysis

The data items to be designed by the system are as follows.

(1) Hotel environment information: including number, name, picture and description information.

(2) Administrator information: including administrator number, guest name and password.

(3) Room information: including room number, room category number, availability, room picture and room description.

(4) Room type information: including type number, type name, room area, price, total number of rooms and number of free rooms.

(5) order information: including order number, room number, guest ID number, check-in time, accommodation days, room type, guest name, telephone number, whether to book online, order completion, consumption amount, order note information.

(6) Message: including serial number, subject, name of the person leaving the message, contact information, email and content.

3.3.2 Design of the conceptual structure

According to the above demand analysis, the entities included in the system mainly include guests, administrators, rooms, orders and messages. By analyzing the relationship between entities, the E-R diagram of the system is obtained.

3.3.3 Design of the logic structure

Database logic design is to convert E-R diagram into relational model, that is, entity and relationship into relational schema. The specific description is as follows:

Guest (ID number, name, contact number)

Administrator (administrator number, administrator name, password)

Message (serial number, subject, message maker, email, phone, content)

Room information (room number, room type number, free or not, room picture, room description)

Order information (order number, room number, guest ID number, check-in time, room length, room type, guest name, telephone number, whether online booking, order completion, consumption amount, order note information)

3.3.4 Design of the physical structure

The database of the system is called "hotel", including administrator table (admin), message table (message), hotel environment table (news), order information table (orders), historical order table (record), room information table (room) and room type table (roomtype). The main data table structure is shown below.

(1) The administrator table (admin) is shown in table 1.

Table 1 administrator table (admin)

Listing	data type	Is it empty	explain
id	int(4)	no	Administrator number
name	varchar(10)	no	Administrator name
passwd	varchar(20)	no	Login password

(2) The order information table (orders) is shown in table 2.

Table 2 order information table (orders)

Listing	data type	Is it empty	explain
orderid	int(15)	no	Order serial number
roomid	varchar(4)	no	Room number
cardid	varchar(25)	no	Guest ID number
entertime	varchar(20)	no	Check in time
days	int(3)	no	Days of stay
typeid	int(4)	no	Room type
linkman	varchar(10)	no	Guest name
phone	varchar(11)	no	Contact number
ostatus	char(1)	no	Do you want to book online
oremarks	char(1)	no	Is the order completed
monetary	decimal(8)	no	Consumption amount
messages	varchar(255)		Order notes

(3) Room information table (room) is shown in table 3.

Table 3 room information table (room)

Listing	data type	Is it empty	explain
roomid	varchar(4)	no	Room number
typeid	int(4)	no	Type identification
status	char(4)	no	Check in
remarks	varchar(500)	no	Room description
pic	varchar(100)	no	Room picture

4 REALIZATION OF MAIN FUNCTIONAL MODULES OF THE SYSTEM

4.1 Background login

(1) Function description

The administrator enters the background login interface, and then enters the background of the hotel room management system.

(2) Function realization

The administrator enters the background login page, fills in the account, password and verification code in turn, and then clicks the "login" button to trigger the JS verification method. If one of the account or password is not filled in, "please enter account or password" pops up; If the account entered by the administrator does not exist in the admin table, "this user does not exist!" pops up; If the password filled in by the administrator is inconsistent with that in the admin table, a "password input error" pops up; If the verification code is empty, "please enter verification code" will pop up; If the verification code is entered incorrectly, "incorrect verification code, please re-enter" will pop up; If they are all filled in correctly, you can directly enter the home page of the background management system.

4.2 Guest online reservation

(1) Function description

Guests enter the front desk online reservation interface to view the existing free room information, select their favorite room for online reservation, and then fill in personal information, check-in time and stay days in the online reservation interface.

(2) Function realization

① Guests enter the front desk online reservation interface, where they can view the information of all free rooms. Guests can choose their favorite rooms for online reservation. The guest clicks the "online reservation" trigger a tab to jump to online_order.php, the background obtains the roomid through the get method, and then ②.

② after completing the name, ID number, contact number, number of days in stay, and choosing the date of arrival, click on the "immediate booking" button to trigger the JS validation method to verify that the data is in compliance with the specifications. If there is one incomplete message, please "consummate the booking related information". If the name does not meet the specification, you will be prompted with "wrong name"; If the ID number is not up to the standard, it indicates that the ID number is wrong. If the mobile phone number does not meet the specification, you will be prompted with "wrong mobile phone number"; If the number of check-in days does not meet the specifications, a prompt "wrong number of days" will be prompted; If the filled data meets the specification, the "online reservation succeeded" pop-up in insert.php, insert the data obtained by the post method into the orders table, and reduce the value of the leftnum field in the roomtype table by one according to the typeid.

4.3 Occupancy management

(1) Function description

After entering the backstage, the administrator can choose to enter the check-in management module to check in for guests, lobby check-in or order check-in.

(2) Function realization

① For lobby check-in, the administrator clicks "check-in" on the lobby check-in page to trigger a tag to jump to checkin_datang.php, the background is obtained by get method, and roomid is displayed. The basic information of the room is displayed according to roomid. The administrator fills in the name of the guest, the ID number, the contact number, the number of days in residence, and the notes. Click the "confirm check-in" button to trigger JS verification to verify whether the filled data meets the specifications. If the guest's name does not meet the specifications, it will prompt "wrong name filling"; If the ID number is not up to the standard, it indicates that the ID number is filled in error. If the mobile phone number does not meet the specification, you will be prompted with "wrong mobile phone number"; If the number of stay days does not meet the specification, you will be prompted with "wrong number of days"; If it meets the specification, save the check-in information through the method in insert.php and pop up "check-in succeeded".

② For order check-in, the administrator displays the order information of all guests through SQL statement on the order check-in page, and the administrator can choose to cancel or confirm the order. If the administrator clicks the "Cancel" button, he / she will obtain the orderid and typeid through the get method in delete.php. First delete the order information from the orders table according to the orderid, then add one to the leftnum field value in the roomtype table according to the typeid, and then prompt "order cancellation succeeded"; The administrator clicks "determine" to get the roomid in uodate.php. According to the roomid, the status field value in the room table and the oremarks field value in the orders table will be updated from "no" to "yes", and then "order check-in succeeded" will be prompted.

4.4 Check out management

(1) Function description

After the administrator enters the background, select the check-out management module to check out for the guests.

(2) Function realization

After the administrator enters the check-out management module, enter the room number of the guest to check out, you can view the order information of the guest, and click the "confirm check-out" button to pop up "check-out liquidation succeeded". In update.php, use the get method to get roomid, typeid and orderid, and use roomid to change the status field in the room table from "yes" to "no"; Then save the order information to the record table through orderid, and delete the order information from the orders table; add one to the leftnum value in the roomtype table by typeid.

4.5 Room management

(1) Function description

The administrator enters the room management module in the background to add, delete, modify and find rooms.

(2) Function realization

① In the new room information module, clicking the "add room" button will trigger the a tag to jump to room_add.php. On this page, the administrator can add free rooms, room pictures and room description information. Click the "reset" button to fill in the new room information again. After clicking submit, use the post method in insert.php to obtain the filled data. If it meets the filling specifications, add a new room information in the room table, increase the values of totalnum and leftnum fields in the roomtype table by one, and the "new room succeeded!" pop up Prompt information of; If it does not meet the specification, the "failed to add room" pop-up box will pop up.

② In the modify room information module, clicking "modify" will trigger a tag to jump to room_edit.php, on this page, use the get method to obtain the roomid display room details, modify the required modification information, click the "submit" button, use the post method in update.php to obtain the modified information, save it to the room table, and pop up "room information modification succeeded".

③ In the delete room information module, use the get method in delete.php to obtain the values of roomid, typeid and status fields. If the obtained status value is "no", the room information can be deleted from the room table according to the roomid; Subtract the values of totalnum and leftnum in the roomtype table by one through typeid, and then prompt "delete room succeeded".

④ In the query room information module, select the field to query and enter the corresponding keyword, and then click the "query" button to post in the room_search.php receives the transmitted data and uses the data as a condition to perform a linked table fuzzy query to display the room information.

5 SYSTEM TEST

The main purpose of system testing is to detect whether the system functions can run normally and detect the defects in the system, and then design test cases according to the functions to be tested. Because the system has many functions, only a few test cases are selected from the main functional modules of the system as the representative of the system test.

The system test of online reservation module is shown in table 4.

Table 4 online reservation module test

project	content
Online module test data	booking Make online reservations in this module Guest name: Safin, ID number: 142541199802258435, contact number: 18336274795, check in date: no choice, accommodation days: 1
Prediction results	Prompt "please improve the reservation related information"
System execution results	Prompt "please improve the reservation related information"
Analyze the cause	No check-in date is selected, and the order information is incomplete

The room management module adds the system test of the room, as shown in table 5.

Table 5 add room module test

project	content
Room management test data	Room management in this module Room No.: 101, room type: standard room [single], room picture: a1.jpg
Prediction results	Prompt "failed to add room"
System execution results	Prompt "failed to add room"
Analyze the cause	Room No. 101 already exists, cannot be added repeatedly

6 CONCLUSION

The hotel room management system developed in this paper has basically realized the functions required by the guest module and administrator module in the demand analysis. The main functions of the guest module are online reservation, order query and message submission. The main functions of the administrator module are check-in management, check-out management and room management. The system has the characteristics of safety and reliability, neat and beautiful interface, universality and easy maintenance. At the same time, it is also a successful attempt to design the hotel room management system on the web. Therefore, it can also realize mobile office and facilitate the work. However, after testing, it is found that the system has some shortcomings, such as the system page is not beautiful enough, the automatic update of room status and so on, which need to be further improved and improved.

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Briefly Discuss the Construction of Literature and Art in Chinese Animation Industry

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Abstract: With the rapid development of economic globalization and the development of science and technology, China's film and television animation industry is also developing rapidly. In a blink of an eye, the annual output of Chinese animation surpassed that of Japan and became the first in the world. However, behind this rapid development, we find that China's current animation industry lacks literary accumulation in terms of form, content, and technology, which urgently needs to be solved.

Key words: Animation; Film and Television; Literature; Combination

I. ANALYSIS OF CHINA'S FILM AND TELEVISION MOMENTUM INDUSTRY

In the face of today's noisy animation, as the economic value of the forefront of the industry and the attention of the public is the cornerstone of the development of the animation industry, but to really as a work of art form, film and television animation must be in the cultural standard to reconsider its vertical history and horizontal comparison of the pros and cons. However, today's Chinese film and television animation, its works have the meaning of foam more than content, there is a lack of soul of animation people to observe the dilemma. Review of China's film and television animation, experienced a glorious period, such as "the heaven", familiar with the story of any lift ring nezha conquers the sea "and so on are world still face the greatest atrocities animated movie ever, by the ink painting animation, shadow play, and operation of animated cartoon once as an art form of "Chinese animation school ", is still make the world a pitchman prized objects. However, with the development of The Times, we will first find that the literary literacy of Current Chinese animation is not very good. Broadly speaking, this is related to the fracture of Chinese traditional culture and the connection of new world knowledge system, that is, Chinese animation is the same as Chinese literature, philosophy, painting and so on. Faced with the stage where the old culture is not deep and the new culture is less created, I am afraid that the current stage of China is how to stimulate the economy, rather than the advantage of cultural discourse power. From the small environment of creators, we can find that a large number of Chinese animation people do not read and are not familiar with classical literature. Most of them are from the pure professional background of painting and computer science. The professional space is narrow and it is difficult to learn from others in interest. In addition, the lack of animation scriptwriter talent has caused the Chinese animation can not tell the story, told is not vivid, the lack of literature. So. To complete an excellent film

and television animation, only animation professional skills are far from enough, it needs animation creative personnel with comprehensive quality, with team cooperation ability, with high literary skills, with every animation is the idea of the director. For example, when Mr. Wan Laiming was making the Drama, he once said, "I am the chief director in this drama. Each of you do the original animation is a small director, I give you the title of the chapter, to enrich my imagination." As a result, the facial features, facial features and action details of each character are constantly refined and exaggerated, thus enriching the story drama. It can be seen that the relationship between the director and the original artist is actually a relationship between the screenwriter team. It requires the director and the original artist to have a good literary perception, power and imagination beyond art. Making also shows that animation is an interdisciplinary and fork art, production personnel need compound talents and have the characteristics of teamwork ability

Thus, film and television animation is a real art. Instead of films that please the public, films and cartoons play an important role in today's society, and their audiences have gradually evolved from children to adults and even the middle-aged and old. When people are used to directly to read the screen out of python things, we have to the literature connotation and works of the real content of the cold: film and television animation art and literature art should present what kind of relationship is more reasonable; The relationship between film and television animation and literature and art can walk out of a suitable for China's national conditions, has its own brand, the rapid development of the road, these are the content we should pay attention to.

2. THE RELATIONSHIP BETWEEN FILM AND TELEVISION ANIMATION ART AND LITERATURE

Film and television animation and literature as two different forms of artistic expression, both have their reasonable existence, and the existence at the same time will play a double-edged sword, film and television animation direct expression of emotion and story development, the emotional resonance may be a temporary sadness or fear or joy. But over time, people will find that the fast literary accumulation will make the emotion become pale, literature abstract and people think. Only when you really put your state of mind into it can you understand the feelings the author wants to express. In the audience's collective appreciation, shadow animation art sometimes can not give the author's tendency to the image, can not be a long discussion of the text, the conflict between the two sides or the evaluation of life. Film and television animation art must be in a short

period of time with specific, plastic original painting protagonist and a variety of lens transformation to the audience audio-visual comprehensive aesthetic.

Film and television animation than literature has more mass, is any literary works can not be compared. The expression of literature is text, which is relatively restrictive; Film and television animation art has incomparable accuracy and sensitivity, can better reflect all the complex phenomenon of life. To the audience directly to the image, so that the audience get a completely realistic feeling. In addition. Film and television animation art has the magic of space and time, we can see the scene of contemporary life, but also can see all moving historical replay, so film and television animation it must have the power and expression.

Indeed, as a comprehensive art of zhi. Animation from the artistic means, expression content and other aspects by literature; The other way around. Film and television animation also make up for the literature between the silent, film and television animation visual expression method provides a new way for literary creation, including the general film technique of expression - montage. Also a large number of inadvertently into the literary creation. Literature, the kingdom of words in the field of art, is somewhat lonely in the face of today's picture reading era. However. The development of film and television industry, while "squeezing" literature, has also added new wings to literature, which is nourished by it, or even depends on it to improve oneself. Therefore, the relationship between film and television animation art and literature and art is a mutually reinforcing relationship. In today's information age, the two promote and develop each other.

3. CHINESE FILM AND TELEVISION ANIMATION WORKS NEED LITERARY CONSTRUCTION

People watch film and television animation works, sometimes with a kind of expectation and the mentality of people infected, but a film tax animation works if there is no certain literature and inheritance is difficult to hit the hearts of the people. This requires the birth of literary film and television animation, the so-called literary film and animation, refers to the rich literature of film and television animation. It is a film and television animation with definite educational significance. This marks that this kind of animation pays more attention to taste, creativity, artistic sense and texture of animation aesthetics and its experimental exploration. Film and television animation should learn from art films and draw closer to more literary works, so that film and television animation scriptwriters contact with today's classic stories and novels, and constantly forge good stories and deep letters, so that fun stories and creative ideas are combined. Only in this way can the hierarchical difference of Chinese animation be created, which refers to the "ecological

view". Adhering to the ecological view is very beneficial to any environment, including cultural construction. Looking back at Chinese film and television animation, we can find that there is a lack of colorful and happy commercial animation. The lack of unique creativity as a sign of animation and good works. As the forefront of the industry in the information age, from this perspective, anime in this day and age is just a present, the overall strength of our culture and development be literature, film and television animation is also a reasonable development of Chinese film and television animation direction, in other words, no matter how technology changes and calls us to follow, but human response and satisfy all is still the theme of the art to answer. In this sense, animation and literature must closely cooperate and blend, seeking its contribution in China's animation industry.

As an emerging film and television culture and art, film and television animation not only integrated sound, light, chemical, electricity and other modern science and technology, but also integrated literature, painting, music, sculpture and other ancient art experience, but also integrated editing, directing, performing, recording, beauty and other different creative personnel, not to mention its lens, scene. Montage and so on. Technically, it's complicated. This is one of its characteristics, or one of its strengths, and it has opened up a new field of art in a way that had never been done before.

Film and television art is not lower than literature, not equal to literature, nor does it depend on literature, but film and television animation must go deep into literature, the depth and breadth of literature can not be expressed by film and animation, and the interaction of light and sound expressed by film is also beyond literature. Chinese film and television animation must be combined with the characteristics of Chinese national culture to develop, in-depth Chinese literature and art, master the knowledge of Chinese literature, and create film and television animation works with Chinese characteristics. Literature is an important aspect to be absorbed by film and television art. To fully grasp the role of literature and art in Chinese film and television animation is an important means for Chinese film and television animation designers to design film and television animation with Chinese characteristics.

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The influence and application of management accounting on financial management in Colleges and Universities

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Abstract: The introduction of management accounting into the financial management system of colleges and universities is of great significance to optimize the planning, decision-making, management and evaluation of colleges and universities. It is helpful to improve the level and quality of financial management of colleges and universities by improving the relevant measures of the application of management accounting and comprehensively and effectively playing the role of management accounting in the financial management of colleges and universities, And then promote the sustainable development of the whole university.

Key words: Management Accounting; College Financial Management

1. PROBLEMS IN THE CURRENT FINANCIAL MANAGEMENT OF COLLEGES AND UNIVERSITIES

According to the Ministry of finance's "guidance on comprehensively promoting the construction of management accounting system", the rules of management accounting are also applicable to colleges and universities. The budget management, cost accounting, performance evaluation and other related methods in management accounting can make up for the common problems in the current financial management of colleges and universities, such as the lack of cost control consciousness, the lack of supervision and control, the low execution of performance evaluation, and the weak risk consciousness of financial management personnel, which are conducive to the development of financial work and the realization of financial objectives, Add new vitality to the development of colleges and universities.

1Lack of awareness of financial management, lack of performance evaluation

Due to the continuous development of the scale of colleges and universities, the school environment is becoming more and more complex, and the government departments have higher and higher requirements for the financial work of colleges and universities, which put forward new requirements for the financial work of colleges and universities, and require colleges and universities to have a more perfect management system and performance evaluation mechanism. However, in the actual financial management of colleges and universities, not only their own financial management system is not perfect, but also it is difficult to mobilize the participation and enthusiasm of other relevant departments and personnel, and it is difficult to ensure the efficiency and

effect of the use of funds.

2Poor budget management and implementation

With the implementation of the new government accounting system, budget management has become an indispensable part of financial management. Universities and other administrative institutions have higher and higher requirements for budget management. However, most of the financial staff in universities do not have the ability of budget management, and lack a certain sense of risk, which weakens in risk management and risk prevention and control, This will bring some adverse effects on the budget management of financial management, reduce the quality of work, and can not effectively avoid financial risks in time, which is not conducive to improving the level of financial management in Colleges and universities.

3Lack of cost accounting consciousness

Because most of the funds in Colleges and universities are funded by the government financial department, many financial personnel and even some leaders in Colleges and universities lack the awareness of cost accounting and cost management. They only pay attention to the acquisition of funds, but do not pay attention to the efficiency and effect of the use of funds, lack of strict approval procedures, and lack of scientific assessment standards, which easily lead to the low utilization rate of funds, Cost control is difficult, financial management is not effective, seriously out of touch with the actual work requirements, seriously affecting the progress and smooth completion of the project, in the long run, will affect the long-term development of funny.

2. THE INFLUENCE OF MANAGEMENT ACCOUNTING ON FINANCIAL MANAGEMENT IN COLLEGES AND UNIVERSITIES

1It is beneficial to establish and improve the financial management system and improve the overall management level of colleges and universities

Management accounting and financial management complement each other and promote each other's development. Management accounting plays a vital role in the evaluation of internal and external management in Colleges and universities. The implementation of management accounting requires colleges and universities to make appropriate improvement and perfection according to the actual situation of their own financial management, so as to make the management accounting theory fit the reality of financial management in Colleges and universities. On the basis of the application of management accounting theory, colleges and universities

should establish a practical financial management system, guide the transformation of financial management from "reimbursement type" to "decision-making type". At the same time, we should strengthen the budget and decision-making management, strengthen the whole process management before, during and after the event, and bring the financial management into the performance appraisal, so as to make the financial management system of colleges and universities more perfect.

2. Help to improve the quality of accounting personnel training

The overall quality and working ability of financial personnel are the key factors to determine the application effect of management accounting and the quality of financial work. Therefore, financial personnel in Colleges and universities should have solid professional knowledge, accumulate rich work experience, and be able to extract the most valuable relevant data from a large number of data information, so as to provide effective reference for the management to make scientific decisions. However, at present, most of the financial management personnel in Colleges and universities do not have the requirements of management accounting for talents, which greatly restricts the application of management accounting in the financial management of colleges and universities. This inevitably requires that we should pay attention to and increase the corresponding training for financial management personnel, constantly improve the knowledge system of relevant personnel, and promote the deep application of management accounting in the financial management of colleges and universities.

3. It is conducive to promoting the construction of financial management informatization

At present, with the rapid development of information technology, strengthening the information construction plays an indispensable role in the financial management system. With the introduction of management accounting system, it is necessary to increase the investment in information construction, strengthen the investment in information hardware facilities and related information talents, and equip professional information management accounting personnel. At the same time, in the process of standardizing the development of management accounting, it is necessary to standardize the internal control system, so as to better promote the long-term, efficient and healthy development of colleges and universities.

3. THE PRACTICAL APPLICATION OF MANAGEMENT ACCOUNTING IN COLLEGE FINANCIAL MANAGEMENT

1. Implement accurate management of financial budget

The implementation of budget management can comprehensively plan the business activities in the future, fully compare the differences between budget management and specific completion, effectively monitor the implementation of the actual operation, and better achieve the expected results. Adopting the effective budget management method of management accounting can establish a perfect budget management system, realize the personalized and reasonable allocation of internal resources, and the budget management is forward-looking

and predictable, which can coordinate the interests of different departments, unify the cooperation, and realize the optimization of resources.

2. Strengthen effective cost control management

The establishment of a modern management accounting mechanism can effectively improve the cost control level of financial management activities in Colleges and universities. Under the guidance of management accounting, it can scientifically and reasonably formulate cost accounting programs, and carry out accounting in strict accordance with relevant requirements, so as to ensure the accuracy and reliability of cost accounting results, optimize financial expenditure, and realize cost benign control. Promote the continuous improvement of financial management quality. At the same time, according to the relevant requirements of management accounting, fine and comprehensive management of financial management in Colleges and universities can ensure the orderly progress of other work on the basis of ensuring the necessary capital expenditure. The use of management accounting for cost accounting can reduce financial risks and achieve the goal of optimal cost management.

3. Introduce performance management system

Performance management is an indispensable part in the comprehensive innovation of modern university management system. In the current performance management, it is necessary to combine the phased development goals of colleges and universities with the performance management system, start from the financial management system and internal mechanism of colleges and universities, effectively use the management accounting system, implement the performance system and evaluation system, and build a comprehensive performance management mechanism matching with the reform, development and management of colleges and universities. At the same time, with the help of the relevant performance evaluation rules, the financial management of colleges and universities should be dynamic and scientific, and the financial management level of colleges and universities should be continuously optimized.

4. CONCLUSION

To sum up, in order to better promote the financial work in Colleges and universities, improve work efficiency and reduce financial risks, we should introduce the concept and methods of management accounting into the financial work in Colleges and universities, strengthen the application of budget management, cost accounting and performance evaluation in financial management, establish a scientific management concept, and explore a new financial management system in Colleges and universities that is more suitable for China's economic development. Improve the quality of financial work, and provide a more favorable financial environment for the further healthy development of colleges and universities.

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The Relationship between Student Subject Anxiety (Math), Self-efficacy and Gender

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Abstract: This paper examines the relationship between mathematics self-efficacy and mathematics anxiety in Chinese A-level students. In this study, the author uses the Abbreviated Math Anxiety Scale (AMAS) and Self-Efficacy Scale (MSEs) to measure, respectively, students' levels of anxiety and self-efficacy. The study sample, identified using a voluntary sample method, consists of 100 Chinese students from an international school in Heilongjiang Province, China, who were studying for their A-levels in the academic year 2019-2020. The author utilizes the Pearson correlation analysis to explore the relationship between specific subject anxiety (mathematics) and self-efficacy and concludes that there is a significant negative correlation between mathematics anxiety and mathematics self-efficacy. Furthermore, employing the Shapiro Wilk normality, non-parametric and Mann Whitney U tests, the author analyzes whether differences in the two variables, namely self-efficacy and anxiety, exist between male and female students. Overall, the results show that gender does not have an impact on the level of mathematics or self-efficacy according to gender.

Keywords: Mathematics Self-Efficacy; Mathematics Anxiety; Chinese A-Level Students

1. INTRODUCTION

Mathematical anxiety occurs when an individual feels fear or concern when attempting to understand or solve mathematical problems. If a child develops negative feelings towards the subject in particular, it is difficult for them to overcome the sense of panic they associate with mathematics. This is due to the nature of the subject itself, as children struggle to connect mathematical concepts to everyday life. Consequently, math anxiety is now widespread amongst college and university students as much as amongst school-age students (Ashcraft & Ridley, 2005). Mary Fides Gough first used the term 'Mathematics phobia' in 1954 in her research into math anxiety among the general population and potential solutions to this problem. More recently, scholars have conducted research on math anxiety amongst hundreds of thousands of students in schools, colleges, and universities. Research shows that almost 20% of the world's population suffer from math anxiety (Zarina Gearty, 2020). As one crucial aspect of psychology is understanding, predicting, explaining, and finding treatment methods for mental health issues, and many researchers have suggested that math anxiety, in particular, is curable, this area is particularly fruitful for further study. In order to find a solution to this phenomenon, therefore, we must first understand its' causes.

2. LITERATURE REVIEW

2.1 Mathematics Anxiety

Although mathematics anxiety falls under the umbrella of general and test anxiety, it also differs from them in certain aspects (Hembree, 1990; $P < 0$; Malanchini et al., 2017). Mathematics anxiety not only includes cognitive components (such as anxiety) but also induces emotional responses (such as physiological arousal). Smith (1997) defined mathematics anxiety as three-fold; it encompasses, firstly, the anxiety and fear students feel when carrying out mathematical operation, secondly, a fear of failure in examinations and, thirdly, an experience of physical pressure, rather than consisting simply of a negative attitude towards or aversion to mathematics. Additionally, researchers have described this form of anxiety from a broader perspective as "tension [which] hinder[s] the application of math knowledge in one's daily life and academic work" (Richardson and Sunn, 1972, p. 551). This type of anxiety occurs most commonly when students are solving or dealing with problems, studying the subject or taking math exams, and is present in students of all ages, from primary school to college (Balogh Lu, 2001). Anxiety affects not only students' academic performance, but mental wellbeing. It forces students to avoid the classroom (which, for them, is a climate of fear), increases their sense of panic when confronted with the subject, reduces their understanding of mathematics and even encourages them to hate the subject if they fail examinations (Alkan, 2010; Quoted in Ş Otorhinolaryngology ü İn, 2012).

2.2 Self-efficacy and Math Anxiety

Self-efficacy refers to an individual's belief in their ability to complete certain tasks (Bandura, 1977). People often assess their own capability to perform a task before carrying out a specific action. If an individual has a strong sense of self-efficacy in some activities, they are more likely to repeatedly try these activities and take a positive attitude towards them. In contrast, if individuals have a low level of self-efficacy in an activity, they are more likely to avoid carrying out related tasks and to develop a negative attitude towards the activity in question (Bandura, Adams, Beyer, 1977). From a social learning theory perspective, self-efficacy is a critical factor which influences an individual's attitude to mathematics and contributes to mathematics anxiety (Bandura, 1977; Hackett, Bates, 1981). In 2016, researchers measured not only the levels of self-efficacy in two-hundred and forty-six secondary school students but also the rates of anxiety amongst these pupils (Doruk, Ö Zeit ü Mark and Kaplan, 2016). They concluded that a higher level of self-efficacy negatively correlates to a lower level of math anxiety.

2.3 Gender, Math Anxiety & Self-perception

Research suggests that levels of math anxiety increase in boys when they are concerned about their academic

performance, whilst girls' levels of math anxiety also rise due to their perception of self (Haynes, Mullins and Stein, 2004). In addition, stereotypes surrounding the relationship between gender and mathematics impacts female students' rates of math anxiety, whereas it has little influence on levels in male students (Gunderson, Ramirez, Levine and Beilock, 2012; Shapiro and Williams, 2012; Spencer et al., 1999). Moreover, most of the literature on mathematics anxiety finds that female students generally score higher on tests for math anxiety but lower on tests for self-efficacy (Ashcraft, 2002; Miller and Fischer, 2004). A study conducted on a sample of 325 senior school students found significant differences in the rates of math self-efficacy between the two genders (Taşdemir, 2012). Additionally, this study concluded that female students, who had high levels of mathematics anxiety, commonly suffered with a kind of persistent anxiety, from which specific subject anxiety could not be differentiated as, during math classes or examinations, these students did not report a higher level of anxiety than in other subjects (Goetz, Bieg, Lü Dyke, Petulant and Hall, 2013). Recent studies, however, have questioned this marked difference between levels of math anxiety in female and male students. For example, Kıbrıslıoğlu Uysal and Haser (2018) rated 750 fifth graders from 14 different schools on their mathematical self-efficacy. They pointed out that there was little difference between the average level of the self-efficacy of each fifth-grade student according to gender, and, overall, students normally had robust self-efficacy.

3. AIMS

This paper examines the levels of self-efficacy and math anxiety in 100 A-level students in China, taking into account the effects of gender on these two variables.

Hypothesis:

1. Students' levels of self-efficacy and math anxiety correlate negatively.
2. The levels of self-efficacy and math anxiety in students differ according to gender.

4. METHODOLOGY

4.1 Sampling

A voluntary sample (a sample made up of individuals who volunteer to be participants) was used. The sample consisted of 100 A-level students in an international school in Heilongjiang province, China. As shown in Table 1, there were 43 (43.0%) female students and 57 (57.0%) male students in the sample.

Table 1. Gender descriptive statistics

Gender	n	%	Cumulative%
Female	43	43.0	43.0
Male	57	57.0	100

4.2 Instruments

In order to measure the levels of math anxiety in students, the author employed the AMAS. AMAS is a nine-item Likert-type scale (designed by Hopko, Mahadevan, Bare, & Hunt, 2003), which prompts participants to score the degree of anxiety they feel towards each item. Examples of these items include: 'watching the teacher write algebraic equations on the blackboard' and 'thinking about the coming math exam the day before'. A score of 1 indicates a low level of anxiety, whilst a score of 5 or more

indicates a high level of anxiety. The score ranges from 9 to 45. The higher the score, the higher the degree of math anxiety. The AMAS has an internal consistency of (Cronbach's $\alpha = .90$) and test-retest reliability of ($r = 0.85$ within two weeks) (Hopko et al., 2003).

In order to evaluate students' levels of math self-efficacy, the author used an MSEs devised by Nielsen and Moore (2003). The Likert-type scale has nine items (where 1 = insecure and 5 = very confident) and asks participants to assess the level of confidence they feel when completing certain tasks in math class. For instance, the scale requires participants to rank their confidence when 'us[ing] decimals' or 'determine[ing] the extent of angle loss'. The higher the student scores, the higher their level of mathematics self-efficacy. In order to determine the validity of the test, the scale considers the relationship between students' past achievements in mathematics, the results of an established mathematics self-concept scale and students' expected academic performance in math (Nielsen & Moore, 2003). It has an internal consistency reliability of (Cronbach's $\alpha = .87$).

Table 2. Internal Consistency of Study Measures.

Measure	Cronbach's α
Abbreviated Math Anxiety Scale	.844
Mathematics Self-Efficacy Scale	.872

Table 3: Shapiro-Wilk normality test results regarding math anxiety and self-efficacy

	Statistic	N	P
Anxiety	.985	100	.297
Self-efficacy	.990	100	.676

Table 3 shows that the students' levels of math anxiety and self-efficacy have normal distribution patterns (P -value > 0.05).

Table 4: Descriptive statistics results on math anxiety and self-efficacy data

Scale	Range	Min.	Max.	Median	SD	Variance	Skewness	Kurtosis	
Anxiety	36	9	45	25.661	7.10	0.064	100.128	-.097	.827
Self-efficacy	35	10	45	29.391	2.11	1.195	228.481	-.076	-.057

Table 4 demonstrates that, according to the value of skewness and kurtosis (Tabachnick & Fidell, 2015), the values are normally distributed, ranging from +1 to -1, as shown in Figure 1 and 2.

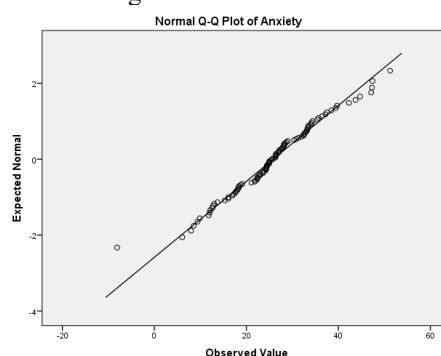


Figure 1: Normal Q-Q plot of the level of math anxiety

Table 5: Shapiro-Wilk normality test results regarding math anxiety and self-efficacy with gender

Scale	Gender	Statistics	N	P
Anxiety	Female	.727	43	.009
	Male	.679	57	.025
Self-efficacy	Female	.598	43	.043
	Male	.534	57	.023

According to the normality test in Table 5, the P values are less than 0.05, which means the data is not normally distributed.

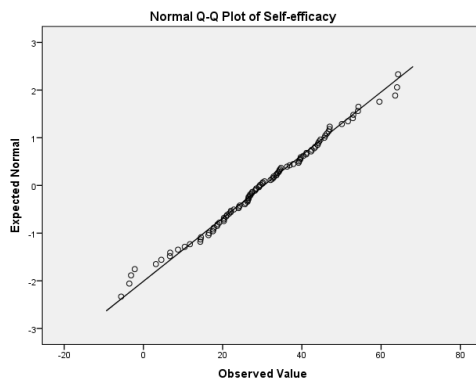


Figure 2: Normal Q-Q plot of the self-efficacy

4.3 Data Analysis

This study uses SPSS 23 software for data analysis. The data was enumerated from 1 to 100 in order to avoid confusion.

5. RESULTS

5.1 Correlation between Mathematics Anxiety and Self-Efficacy

Table 6: Pearson Correlation relating to Math Anxiety and Self-efficacy

		Anxiety	Self-efficacy
Anxiety	Pearson Correlation	1	-.942**
	P		.000
	N	100	100
Self-efficacy	Pearson Correlation	-.942**	1
	P	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

According to Table 6, there is a negative relationship between the two variables ($r = -0.942$, $p = 0.00 < 0.05$). The negative correlation was strong, with a coefficient of -0.942. The correlation is presented in Figure 3.

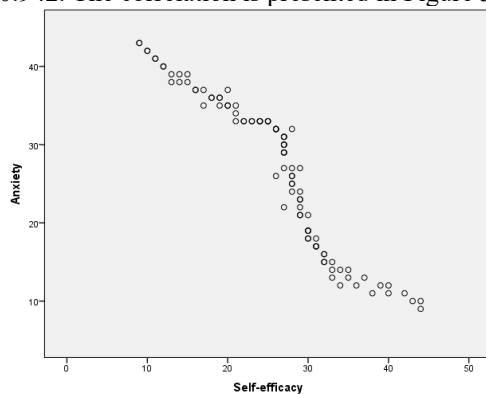


Figure 3: Scatter graph of math the level of math anxiety and self-efficacy

5.2 Math Anxiety and Self-Efficacy according to Gender

The author employed the Mann Whitney U test to study whether there are differences in the levels of math anxiety and self-efficacy between male and female students.

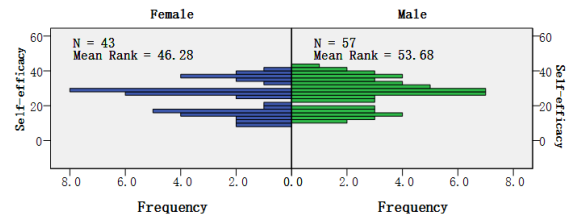


Figure 4: Mann Whitney U test of math anxiety and gender

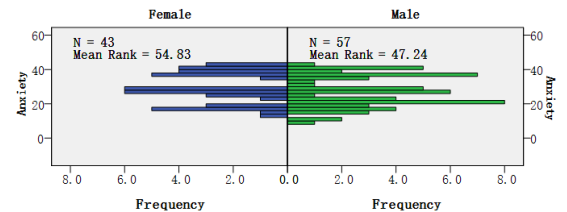


Figure 5: Mann Whitney U test of self-efficacy and gender

Table 7: Mann Whitney U test, Non-parametric test statistics

Scale	Gender	n	Mean Rank
Total Anxiety	Female	43	46.28
	Male	57	53.68
Total Self-efficacy	Female	43	54.83
	Male	57	47.24

Table 7 shows the results of the Mann Whitney U test. There is no significant discrepancy between average levels of math anxiety between women and men [Mann Whitney U = 1039; $z = -1.297$; $p = 0.195$]. Despite the fact that anxiety levels were slightly higher in boys, the difference is not significant. Additionally, there was little difference between female and male students' levels of self-efficacy [Mann Whitney U = 3060; $z = -1.265$; $p = 0.206$]. Therefore, it can be concluded that, despite the fact that the average level of self-efficacy of female students was slightly higher, the discrepancy is not statistically significant.

6. DISCUSSION AND CONCLUSION

6.1 Conclusions

Exploring the relationship between students' levels of mathematics anxiety and self-efficacy, this study demonstrates that, amongst Chinese A-level students, there was a significant negative correlation between the two variables. As students' levels of mathematics self-efficacy increases, their anxiety around the subject reduces. These results are consistent with the conclusions drawn by two previous studies, conducted by Bourquin and Hackett (1999, 1985) and Pajares and Graham (1999). It is also important to note that Bandura's research (1977) emphasized the negative impact of emotional arousal (of which anxiety is a type) on self-efficacy. Bandura also states in his work that there is a positive correlation between one's self-confidence and their level of self-efficacy. In comparison with general confidence or other related general structures, however, taking into account an individual's level of self-efficacy allows researchers to predict behaviors more effectively. Bandura also concludes that, from a social learning theoretical framework, low self-efficacy could result in math anxiety (1977). A student who feels anxious toward math, for instance, will also feel that he cannot do the mathematical task at hand. That is to say, the stronger an individual's

sense of self-efficacy, the greater their efforts to complete an activity, even when obstacles arise. Therefore, studying levels of mathematics anxiety in students can provide researchers with an index of self-efficacy.

Furthermore, this study also proposed that these two variables may vary with gender. According to the Mann Whitney U test, however, there is no remarkable difference between either students' levels of either mathematical anxiety or self-efficacy according to gender. Recent research, however, has concluded that there are significant differences in the average levels of math anxiety in female and male students, determining that male students have higher anxiety levels (Peker and Şentürk, 2012). In contrast, Bozkurt (2012) claims that the average differences are unimportant. Similarly, previous studies, such as by Akay & Boz (2011), show that students' levels of mathematical self-efficacy do not vary according to gender.

6.2 Limitations and Recommendations

This study did not take into account the participants' record of academic performance in math. Some studies have demonstrated that levels of subject-specific anxiety and self-efficacy can predict mathematical achievement (Ashcraft, 2002; Ashcraft et al., 1998; Hembree, 1990; Jameson, 2013a; Ma, 1999). Moreover, the sample consisted only of volunteers. Thus, the students included in the sample may have a higher level of initiative or interest in mathematics and may also perform better than their peers, which this study does not take into account. Therefore, it is important for future researchers to analyze participants' academic performance in official mathematics examinations (such as IGCSE/A-level Math scores or other college entrance examinations).

The second limitation to this study was the small sample size (100 students). Additionally, the fact that the study analyzed levels of math anxiety and self-efficacy over the academic year 2019 to 2020 must also be considered, as it might reduce the generalizability of the study and lower its ecological validity. Therefore, in future studies, a larger sample size may be useful, and researchers may choose to carry out longitudinal studies to explore the longer-term relationships between self-efficacy, math anxiety, and gender.

Moreover, the impact of students' academic achievement on math anxiety and self-efficacy should be further explored. Yenilmez and Ö Zbey (2006) studied students' levels of math anxiety in both private and public schools, concluding that the levels of anxiety amongst fifth graders were higher than amongst sixth and seventh graders. Yılmaz (2011) also illustrates that students in higher grades in middle schools tend to have lower self-efficacy than those in lower grades.

6.3 Suggestions

It is crucial that educators encourage students to take a positive attitude toward mathematics in order to reduce their levels of anxiety. Teachers should foster a sense of achievement in students so that they do not approach the subject with as much fear or concern, which can be done both through giving students praise and through using materials and resources which engage students.

Interviewing students individually may allow researchers to better determine the factors that contribute to math anxiety.

Improving students' levels of self-efficacy can help them to overcome their math anxiety. According to McMullan et al. (2012), self-efficacy develops during childhood. Thus, if it is properly nurtured, students will feel confident when approaching and attempting to solve math problems from an early age. Furthermore, according to Sevgi & Arslan (2020), individuals with high levels of self-efficacy tend to consider any obstacles that arise as surmountable. Environmental factors also influence self-efficacy. For instance, Pajares argues that different contexts may have an impact on self-efficacy scores (1996). In addition, the direct experience of success or failure influences self-efficacy (Bandura, 1994).

According to Sokolowski & Ansari (2017), teachers should motivate and engage students to reduce their fearfulness toward mathematics. For example, at the beginning of a math lesson, the teacher should encourage students to perceive math as a fun and enjoyable subject, so that, even before students begin to tackle math problems, they feel confident and approach problems with a positive outlook. Teachers can also use examples to aid student learning, making the content of their lessons seem more applicable in the outside world and, therefore, more useful. Presenting the real-world applications of mathematical knowledge, rather than simply theoretical ideas, teachers can also help their students to connect with the material. Crucially, recent studies have demonstrated that people's levels of math anxiety are lower when they are at work rather than studying the subject in a school environment (Coben, 2002; Fitzsimons, Coben and O'Donoghue, 2005). This shows that situational mathematics is conducive to students' learning experience as it both reduces anxiety and improves learning efficiency.

In conclusion, to counter math anxiety in the classroom, teachers should motivate and encourage students through contextualizing their lessons, offering practical examples, and presenting material in an engaging and enthusiastic manner.

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Research on Industrial Model Under the Background of Rural Revitalization Strategy--Taking Xiaojialai Village, Helinger County as an Example

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Abstract: Rural revitalization is the meaning of building a moderately prosperous society in an all-round way, and it is the realistic path to meet the needs of farmers for a better life. Under the guidance of the government, with the help of attracting and building a revitalization talent team and relying on the local ecological environment, Xiaojialai Village of Helinger County has built a characteristic industrial model and vigorously developed industrial clusters, leading the whole village people to walk out of poverty and become rich on the road of rural revitalization. The road to the revitalization of Xiaojialai Village cannot be separated from its distinctive rural revitalization industry. Exploring the logic and effective experience of establishing the industrial model can provide reference for the rural areas implementing the rural revitalization strategy in the new era and provide suggestions for the realization of common prosperity for all the people.

Key words: Rural revitalization; Industrial model; Small lai village

1. THE GOVERNMENT TAKES THE LEAD IN FORMULATING RURAL REVITALIZATION STRATEGIES

The rural revitalization strategy is an important strategy for the Party to fully grasp the laws of modernization and the changing characteristics of urban-rural relations so as to meet the needs of hundreds of millions of farmers for a better life and constantly improve people's living standards and quality of life. Issues concerning agriculture, rural areas and farmers have always been a major livelihood issue of concern to the Party and the country. Realizing rural revitalization is the main focus of the work related to agriculture, rural areas and farmers in the new era, and the only way to complete the building of a moderately prosperous society in all respects. Helinger County, located in Hohhot, Inner Mongolia Autonomous Region, used to be a state-level poverty-stricken county, and Xiaojialai Village is a deeply poverty-stricken village in Helinger County. But after several years of rapid development, Xiaojialai village has become a model village for rural revitalization in China. How Xiaojialai Village develops from a deeply impoverished village to a model village for rural revitalization, its revitalization industry plays a vital role. An in-depth study of the logic and effective experience of establishing the industrial model can provide a reference for the implementation of the rural revitalization strategy in the new era and provide

suggestions for the realization of common prosperity for all the people.

Whether rural revitalization can be realized depends on whether the grass-roots governments at and below the county level (hereinafter referred to as "grass-roots governments") have played the role of "front-line commander" or "construction leader". Grassroots governments directly determine whether the decisions and arrangements of the central, provincial and municipal governments are implemented. To realize rural revitalization, the grass-roots government will play a pivotal role.

1. Giving full play to the government's leading role

Grassroots government is the head of the countryside, in charge of the survival and development of the countryside, and is the backbone of poverty alleviation and rural revitalization. Grass-roots governments should not only have a comprehensive view of rural work, but also coordinate various parties to balance production, ecology and life. To implement the rural revitalization strategy, the Party should be in charge of the overall situation, the government should take the lead, and the general requirements should be "thriving industries, livable ecology, civilized local customs, effective governance, and prosperous life".^[1] Only in this way can rural revitalization be truly realized. And Linda Helingle county government function into full play, in the full study of the central committee of the communist party of China under the State Council issued by the strategy of rejuvenating the country planning (2018-2022) "file, on the basis of documents in strict accordance with the requirements, according to the different local ecological environment, adjust measures to local conditions to develop different strategy of poverty alleviation, developing local economy, local villagers out of poverty to get rich. The Helinger County government and the local governments below have strictly implemented the national targeted poverty alleviation policy and effectively linked targeted poverty alleviation with rural revitalization, so as to lay a foundation for rural revitalization while achieving targeted poverty alleviation.

Helinger County grass-roots party organizations in the county to get rid of poverty on the road also acted as a capital "catalyst" role. Due to the shortage of capital in Helinger County, the agricultural industry and other infrastructure construction which need a large amount of capital investment cannot be constructed, resulting in a

vicious cycle of "capital shortage - industry stagnation - regional poverty". Market capital is the expert of "seeking profits and avoiding risks". The poorer the area is, the more difficult it is to attract market capital investment, which makes it difficult for poor areas to revitalize their homes by revitalizing their industries. Therefore, it has become the first task of the grass-roots party organizations and the grass-roots government to break the predicament of insufficient investment in agricultural industry and fixed assets in Helinger County. And Linda Helingle county government through the provision of public services in the form of supporting the development of the county industry step by step, and through the propaganda, education and guide way, mobilize the poverty group in the county will be effective use of funds to the supported by government, bringing rural poverty alleviation funds as leverage the leverage of the capital market, attract more capital into the market and constantly Linda Helingle county development industry. In addition, and Linda Helingle county government by "Internet + financial + farming and animal husbandry" new development model, to attract rural taobao alibaba, ant gold company depth cooperation with Mongolia sheep local enterprises in the county, cracked and Linda Helingle county enterprises, the plight of farmers financial difficulties, issues on taobao, the link between enterprises and farmers, regulate the supply relationship. Farmers can sign cooperation agreements directly with Mongolian Sheep Company, and Mongolian Sheep Company, as the guarantor of farmers, applies for breeding loans from Alibaba Ant Financial. Farmers can use farming loans to buy lambs from the rural Taobao platform, and they can also prepay for the feed through Alibaba Finance during the feeding period. According to statistics, in 2017, Ant Financial lent 290 million yuan to farmers in cooperation with Mengyang Company, effectively alleviating the financial pressure of farmers, fully mobilizing the entrepreneurial enthusiasm of farmers, and establishing the interest linkage mechanism among leading enterprises in agriculture and animal husbandry industrialization, financial companies and farmers and herdsmen.

2. Scientifically dividing the types of village planning and compilation

Targeted poverty alleviation requires grassroots governments to establish appropriate development models according to the ecological environment of each region, and ultimately achieve poverty alleviation and prosperity. The primary task of Helinger County's grassroots government is to fully investigate the natural environment of more than 150 villages in the county, and then, through scientific evaluation, to identify the types of village planning, and finally, to establish the path of rural revitalization according to local conditions. More than 150 villages under the jurisdiction of Helinger County are divided into six categories: industrial development type, suburban integration type, traffic hub type, agriculture-oriented type, leisure and sightseeing type and demolition and merge type^[21], among which Xiaojialai village is an industrial development type village suitable for industrial development. Industrial development-oriented villages

should fully grasp the overall development of the whole village, fully understand the trend of industrial development, and take good development momentum and good economic benefits as the standards for the establishment of the village to revitalize the industry. And Linda Helingle county government in the protection of land for agriculture and animal husbandry, residents housing land, industrial land and other land, on the basis of preference on the land for stock and not planning to establish large-scale pig farms, greenhouse garden of fruit and vegetable production is balanced by the relationship between the industrial layout and the cultivated land protection, and adjust the unreasonable use of land resources. With the continuous development of Xiaojialai village, there are more and more new industries, and more and more positions available for local farmers, thus realizing the villagers' wish to get rich in the village.

3. Play the role of rural industry revitalization "market spokesman" identity, to determine the revitalization of the industry

The strategic goal of rural revitalization must achieve the precise connection between large market and small farmers, make full use of all resources, and achieve poverty alleviation and prosperity. However, due to the outdated concept of smallholder planting and breeding, financing difficulties and slow turnover of agricultural industry and other factors, the practice of smallholder developing agricultural industry is often not consistent with market demand, resulting in unsalable production and serious injury to the enthusiasm and initiative of smallholder developing agricultural production. The government plays a key role in receiving the dynamic information of market demand and can bridge the effective connection between small farmers and the big market. Helinger county government gives full play to the leadership of grass-roots party organizations and market operation ability, acts as the supplier of agricultural industry information, and develops agricultural industry with market demand as the guidance. Agricultural production in Xiaojialai Village is a typical decentralized production model. In addition, due to the lack of independent management ability and low level of organization of farmers in this area, the information of agricultural industry planting, breeding and external market supply and demand cannot be shared smoothly. Helinger County government makes use of the advantage that the grass-roots party organization is supported by the superior party committee and government, and can quickly interact with more external markets to obtain more favorable market information. Helinger county grass-roots party organization combined with the development needs of the county and city, the market information processing and integration, truly conducive to the county farmers to develop agricultural production information in time to share in the county, creating opportunities for farmers to get rich one by one. In addition, Helinger County grass-roots Party organizations also organized farmers in the region to build agricultural production and management cooperatives with organizational linkage, break the pattern of individual operation of farmers in the

region, and gradually occupy the right to speak in market competition.

After a comprehensive investigation of the ecological environment of Xiaojialai Village, Helinger County Government cooperated with Inner Mongolia Zhengyuan Agriculture and Animal Husbandry Co., Ltd. (hereinafter referred to as "Zhengyuan") to implement land transfer and increase villagers' income by paying local farmers annual contract fees. Subsequently, Zhengyuan company in Xiaojialai village to establish leisure and sightseeing greenhouse fruit and vegetable garden. The construction of glass greenhouses, rich in fruits and vegetables and the fragrance of high-quality grapes, has greatly boosted the economic vitality of Xiaojialai village, creating a pleasant idyllic scenery. Now Zhengyuan has built 370 fruits and vegetables greenhouses covering an area of 1000 mu, with an annual output of 1.4 million jin of green vegetables. A 19 mu glass greenhouse will be built, with an annual output of 50,000 kilograms of organic grapes. It has built a 21 mu smart greenhouse seedling center, capable of breeding 1.6 million seedlings of various vegetables and flowers, and its tourism and agricultural service functions have been continuously improved and improved. Zhengyuan Company continuously promotes the growth of local economy, brings considerable economic income for local farmers, and solves the employment problem of local farmers. In addition, Zhengda Group has also established a pig breeding project of 150,000 head in Xiaojialai, which has been successfully implemented. The project covers a total land area of 40,000 mu, including a construction area of 100,000 square meters, "including a breeding farm for 5,000 pigs, 8 fattening farms for 8,800 pigs, a boar station for 200 pigs, and two cleaning centers, with a total investment of 510 million yuan in fixed assets".^[3] The project introduces the world's leading production equipment and integrates the advanced production technology from Europe and America. After it is put into operation, Inner Mongolia Zhengyuan Company and Zhengda Group will adopt the operation mode of "planting and cultivation", take the road of green circular economy, and jointly build a modern agricultural park to realize the joint development of the first, second and third industries.

2. RELY ON ECOLOGY, DEVELOP CHARACTERISTIC INDUSTRIES

1. Overview of natural ecology

Helinger County, located in Hohhot, Inner Mongolia Autonomous Region, belongs to the semi-arid continental monsoon climate in the middle temperate zone. Its winter is cold and long, the summer is warm and short, the spring temperature rises rapidly, the autumn temperature drops urgently, the perennial in the dry, windy, cold climate. Because the county has rich light resources, intense solar radiation, bring sufficient heat resources, so the annual rainfall is less, rain concentrated, and evaporation is large, the climate is dry. This created good natural conditions for Helinger County, making the county's industry mainly dairy, forestry, planting industry. Although the county has rich light energy resources, but the utilization rate is lower than the average level of Inner Mongolia Autonomous

Region, the average farmland light energy utilization rate is only 0.08%~0.37%. "The cultivated land in Helinger County was 109,332.23 hm², and the area of high-standard cultivated land in the county was 18,695.93 hm², accounting for 17.10% of the cultivated land in the county".^[4]

Xiaojialai Village is located in Shebiya Township, Helinger County. It used to be a poor and backward village with a total arable land area of 458.7hm². Its crops are mainly corn, and the village planting and breeding structure is single. Because the resident population in the village is mostly lonely old people, women and children, the mode of production is backward, there is no organized production organization, and it is difficult for farmers to increase their income, which has become the key problem of poverty in Xiaojialai village.

2. Scientific planning of land resources

Through scientific land planning, the grass-roots government of Helinger County established that Xiaojialai Village belongs to the type of industrial development village. Therefore, the industrial site selection was strictly in accordance with the requirements of land planning, the industrial construction site was selected within the scope of construction land, and the development boundary was strictly controlled by using the existing construction land. The local government of Helinger County has always adhered to the red line of ecological protection, strictly controlled the impact of agricultural industrial infrastructure and production activities on the ecological environment, and successfully achieved poverty alleviation while fully guaranteeing the normal and orderly operation of "production, life and survival" in rural areas. Xiaojialai village is located in the plain area, most of the area soil conditions are suitable for farming. Therefore, "the final amount of cultivated land assigned by the township planning to the village planning is 828.44hm², and the permanent basic farmland area is 709.41hm², which is consistent with the upper planning in terms of scale and spatial layout".^[5] The basic government of Helinger County always puts the planning and layout of production land after the protection of basic farmland and arable land. In addition to the main residential land and arable land, Xiaojialai Village has classified the major pig farm industrial land and greenhouse house land as facility agricultural land.

The basic level government of Helinger County takes improving the quality of cultivated land as the primary task, and plans high-standard farmland projects in areas where conditions permit, transforming the cultivated land around the original farmland into basic farmland, so as to improve the quality of cultivated land and grain yield. In order to meet the growing industrial demand in the village, it is imperative to expand the industrial scale. After fully investigating the natural reserve in the east of Xiaojialai Village, the basic government of Helinger County designated about 49hm² of the natural reserve as facility agricultural land to provide land resources for the expansion of vegetable greenhouses in the village. In addition, the basic government of Helinger County further subdivided the layout and planning points of the living

land in Xiaojialai Village into residential land, public management and public service land, industrial and mining storage land, commercial service land, transportation land and special land. Moreover, if the shortage of industrial construction land needs to be solved, according to the current situation of living land in Xiaojialai Village, the industrial land in the production and living land should be appropriately planned in the living land. After rigorous field investigation, fully soliciting the opinions of professionals in the village, and strictly implementing the indicators issued by the upper authorities, the Helinger County grass-roots government replanned the living land of Xiaojialai Village to ensure that the basic farmland and ecological land would not be occupied by industrial land. Through scientific adjustment and planning, the living land of Xiaojialai village has increased obviously: compared with the base year, the total construction land of Xiaojialai village has increased by 42.69hm² except for the urban land and idle land, and other land types have also increased. Local government at the grass-roots level in do not break through the upper regulation index under the basis of strictly follow the superior of saline-alkali land nature reserve, about adjusting indicators, through the consult professional and technical personnel, constantly adjust Xiaojialai village natural reserve, saline-alkali land planning, finally realizes the intensive utilization of land, for the rapid development of the village Zhengda pig farms, provide suitable land for industry field. Finally, on the premise of not breaking through the upper index and not sacrificing the arable land, farmland and ecological field, the local grass-root government successfully planned the 33.82hm² natural reserve in the south of the village as the land for commercial construction, mainly promoting the prosperity of the rural revitalization industry, and constantly driving the local people to find jobs and get rid of poverty.

The production and ecological land have been well protected and scientifically planned. Considering the practical difficulties of backward infrastructure in the village, Helinger County government has increased the planning of land for public service facilities in the village, so as to better serve the local residents and meet the living needs of the villagers.

3. Giving equal attention to production, living and ecology

The grass-roots government of Helinger County strictly implements General Secretary Xi Jinping's ecological concept that "clear water and green mountains are golden mountains and silver mountains" and follows the village planning guidance of "visible mountains and water and nostalgia", and is determined to build Helinger County into a beautiful, livable, productive and affluent village. In the economic society of "every inch of land is precious", land resources are absolutely extremely precious resources to get rich. The grass-roots government of Helinger County fully realized the precious nature of land resources, constantly optimized the layout of ecological land, resolutely implemented ecological protection policies, firmly adhered to the ecological red line, and

protected the ecological environment. Finally, the ecological land of Xiaojialai Village was increased by 43.03hm². The local local government integrates the concept of development with the consciousness of protection, and not only strictly classifies the areas with tree-planting conditions as ecological land, but also further strengthens the planning of water area land. According to the current situation of the ditches, water areas and rivers in the village, the government of Xiaojialai village has carried out scientific expansion of the land use for water areas and continuously increased the intensity of cleaning up the silt in the water areas of the village. At the same time of re-planning the ecological land, the river ecological management has been carried out to realize the dual path construction of the rational development and utilization of land resources and the construction of beautiful countryside.

3. BUILD A TALENT TEAM TO CONSOLIDATE THE FOUNDATION OF THE INDUSTRY

People are the key to the implementation of the rural revitalization strategy. Reversing the situation of "blood transfusion" in poverty-stricken areas and building a "blood forming" constitution are the core strength to realize long-term rural development, and the contribution of the core strength is the talent team. Over the past 40 years of reform and opening up, China has continuously promoted the process of urbanization development, resulting in a large outflow of young and middle-aged labor force in poor and backward rural areas, and "hollow villages" and "old villages" have become the common characteristics of poor villages. The rural labor force has been sent to developed urban areas in one direction for years and years, and most of the people who remain in the countryside are the elderly and the incapacitated, women and children, which makes the rural construction without manpower and exacerbates poverty.

The grass-roots party organization in Helinger County is the protector of the capital and the interests of peasant households and the founder of the talent team in the construction of hometown. "The conflict between the long-term cultivation of agricultural industry and the short-term income demand of farmers is the crux of the problem affecting the effect of poverty alleviation by industry, and sticking to people's stand is the key to break through this obstacle".^[6] From the perspective of rural "hematopoietic" mechanism, talent drive is the key force to promote the healthy development of agricultural industry. In order to build "revitalize the team", we must adopt the form of the combination of talent internal introduction, talent return and talent cultivation. Judging from the actions of Helinger County grass-roots government, to build a revitalization talent team, we should not only vigorously develop the rural revitalization industry to retain people, but also establish a long-term incentive mechanism to attract people, and constantly improve the training system to cultivate people.

1.Introduce enterprises into the village and absorb outstanding talents

With the continuous enrichment of agricultural industry in Helinger County, the scale of industrial clusters is

expanding day by day, and "hundreds of enterprises into hundreds of villages" has become the rich ecology of this county. With the continuous entry of enterprises, professional and technical talents are also pouring in, which has provided a large number of human resources to Xiaojialai Village of Helinger County. Once poor Helinger County is limited by backward agricultural production and management concept, lack of advanced facilities and equipment, lack of professional and technical personnel, resulting in low economic efficiency of agricultural industry in this county, farmers and herdsmen have no food to feed. With the participation of "100 enterprises enter 100 villages" and professional and technical personnel, advanced production technology and production mode have greatly increased the production capacity of agricultural and animal husbandry industry, expanded the sales channels of agricultural and animal husbandry and sideline industries, continuously increased the income of local farmers and herdsmen, and enabled them to accumulate wealth in the process of poverty alleviation.

2. The phenomenon of "returning to the city" increases, and talents return

Compared with The Times when migrant workers left their hometown for work several decades ago, Xiaojialai Village of Helinger County has not only welcomed migrant workers back home to start businesses and find jobs, but also welcomed a number of "new villagers". Compared with the return of the original villagers, the "new residents" are dominated by urban elites and supplemented by professional farmers who "start businesses in other places". They have transformed the feelings of "returning to hometown" into the professional pursuit of "returning to village", and are committed to building a beautiful, livable and modern "paradise of peace". The emergence of "new villagers" is an important practice for elite talents to devote themselves to rural construction. The continuous flow of elite talents to the countryside represents the development and growth of rural construction in the aspect of talent revitalization. The backflow of elite talents has broken the fixed pattern of traditional elite talents flowing to developed areas and high levels of society, and promoted the development of rural society and economy. With the construction of the countryside becoming better and better, more and more people are returning to their hometown. The promising development prospect of Xiaojialai Village attracts young people who have gone to cities for work to return to their hometown, filling the hole of labor shortage in the "hollow village". They will gain rich experience in the construction of the city, labor mode back to their hometown, leap into the backbone of the township technology, from the urban construction of the grass-roots workers, suddenly become the leader of the agricultural industry in their hometown. Whether it is the injection of elite talents or the return of returnees, advanced technology, capital and human connections are brought to the poor villages to varying degrees, thus fundamentally breaking the mold of backward agricultural industry and backward production concepts. Both of them will adopt a more positive attitude.

We should make every effort to build rural industries, create a beautiful rural environment, actively participate in rural governance, take good care of rural infrastructure and equipment, and create a good cultural atmosphere, so as to realize rural revitalization in the real sense.

3. Train local villagers and build a team of high-tech talents

With the continuous expansion of industrial clusters in Helinger County, local farmers and herdsmen can find desirable positions, but the lack of production technology is still a major reason for the low production efficiency of farmers and herdsmen. The construction of rural revitalization talent team not only needs the participation of professional and technical personnel and elite personnel, but also needs to cultivate the production technology ability of local farmers and herdsmen, so as to ensure the integrity and scientific nature of "hematopoietic" constitution. Xiaojialai village combined with its own reality, the establishment of professional farmers training mechanism, in the village regularly organized professional technical training meetings, hand in hand to the local farmers and herdsmen production technology, training a new generation of technical understanding, love agriculture, good management, can maintain the new professional farmers and herdsmen.

The local government of Helinger County will fully investigate the situation of local farmers and herdsmen before the training is carried out. After widely listening to the opinions of trainees, it will implement the principle of practicality and fairness in the selection of training contents, so as to continuously improve the participation of the public. Then the use of modern communication means will be widely disseminated training information, and constantly spread the training information to the general public, so that more farmers, farmers and animal husbandry actively join in the training, thus condensing the largest training advantages and training scale. In addition, in the process of training, the government of Xiaojialai village takes full account of the actual situation of farmers and avoids training during busy farming season. In the face of the different cultural qualities and characteristics of the trained farmers and herdsmen, the government of Xiaojialai village adopts more flexible teaching methods to teach students in accordance with their aptitude. The selected training teachers are mostly local technical personnel, who can teach professional technical knowledge in the local language, and achieve the purpose of implanting agricultural production technology through theory and practical operation. After each training, the government of xiaojialai village will conduct tracking service for the trainees, comprehensively evaluate the effectiveness of talents, economic benefits and social benefits, and constantly accumulate training work experience.

3. CONCLUSION

The success of Xiaojialai Village in Helinger County has provided a satisfactory answer paper for our country's poverty alleviation. Xiaojialai village has successfully lifted off poverty, but also in the revitalization of the countryside, for us to set up a successful example of rural

revitalization. Looking back on the path of poverty alleviation in Xiaojialai Village of Helinger County, we can see that the grass-roots Party organizations and governments are resolute in implementing the decisions and arrangements of the CPC Central Committee. Its strong rural governance ability and good rural governance model are worth learning. After fully understanding the local conditions and customs and the unique natural environment, the government of Xiaojialai Village further analyzed the factors causing rural poverty, and finally chose the right means of poverty alleviation on the basis of scientific and reasonable evaluation and analysis. Rational planning and utilization of land resources will turn "clear waters and green mountains" into "golden hills and silver hills". The train of rural revitalization will continue to run on the road of building a moderately prosperous society in all respects by continuously creating industries for rural revitalization, setting up industrial clusters, promoting development through industries, boosting economy and attracting talents to return home.

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Investigation and Research on Physical Quality Training of Middle School Students Participating in Football

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Abstract: With the promotion of campus football, the sport of football has reached the middle school students' physical education class. In this essay, through access to draw lessons from analysis of research conclusion, experts are using the literature material and questionnaire survey method. Methods of mathematical statistics of participating in the football sports of middle school students' physical quality were investigated in some city, according to the conclusion: middle school students' physical quality is bad, the football teacher lack of professional quality, scientific training is not very effective, student participation is not high, and a series of problems needed to be resolved. According to the problems existing in middle school, this paper puts forward corresponding countermeasures to provide valuable theoretical reference for the improvement of the physical quality of the middle school students involved in football sports in Some city.

Key Words: Football; Middle School Students; Physical Training

INTRODUCTION

With the continuous promotion of national fitness, there has continuous development in the campus football. As one of its important components, the reform of campus football must, in accordance with the needs of the social development process, combine the needs of middle school students with the subjective and objective factors of the school itself, continuously deepen the teaching reform, actively explore the development road of campus football. The campus football has already entered the school physical education class for seven years, while regarding for a city, the campus football promotion in a city middle school is still quite late. From the collection of literature, most of them are focused on football, football teaching, football training, the comprehensive analysis of the factors affecting the development of football is more, for a city of middle school students football physical quality training research is very little. Based on this, this topic starts to carry on the investigation because of the campus soccer not only enabling the middle school students to form daily exercise habit, but also training the students' positive life manner and constructing the campus good health harmonious sports culture atmosphere. In order to improve the physical quality of soccer players, the time period of the physical quality training of soccer players is selected, and the scientific training content is deployed. This essay hopes of strengthening the physical quality of middle school students in a certain city and providing

theoretical reference.

1. RESEARCH OBJECT AND RESEARCH METHOD

1.1 Research Object

Taking the physical quality training of middle school students participating in football as the research object, taking the students, teachers and coaches of six middle schools as the investigation object.

1.2 Research Method

1.2.1 Documentation

Through the search of China Knowledge Net and China periodical, we collected a lot of literature materials about the present situation of middle school students' physical quality training, and read and analyzed them.

1.2.2 Questionnaires

This paper through a large number of literature review and analysis, combined with the middle school students involved in football related information and designed questionnaire. A questionnaire survey was conducted in these six schools. In this study, 100 students and 3 physical education teachers and coaches were randomly selected from each of six schools in a city. 100 copies per school, 600 copies in all. And 18 questionnaires for teachers and coaches.

1.2.3 Interviewing

During the investigation and paper writing, the teachers and leaders of several selected schools were interviewed in view of the relevant research problems. Through visiting, observing the situation of class, to understand the development of campus football and the physical fitness training of middle school students involved in football training for investigation and research.

1.2.4 Mathematical statistics

The effective data obtained by investigation and questionnaire are analyzed according to the research aim and content, and the data are processed by computer on the basis of the principle and basic methods of sports statistics.

2. RESEARCH FINDINGS AND ANALYSIS

2.1 The current situation of physical quality training of middle school students participating in football in a certain city

Through the survey, many students do not seem to have much interest in football, the survey of more than 600 participants only 223 people, so a city to better develop campus football, it must increase the training of college students to participate in football, so that the participation of a certain city area in football training can be greatly increased and a sufficient basis is made for the development of football activities in the region. We hope

that the leaders of a certain city and people from all walks of life will give active guidance and cooperation, through the development of football to improve the physical quality of middle school students in a city, so that all sports activities in a city develop in an all-round way.

2.2 The investigation on six basic qualities of middle school students participating in football training in a city Through the investigation and analysis, the Middle School Student's physical quality has the very big question, in the investigation six basic quality each basic quality qualified rate is low, this explained that the present middle school student's physical quality is generally poor. In the survey, we learned that our most common 1,000-meter test scores within 4 minutes of passing rate was only 35.4% , standing long jump scores of 2.4 meters above only 43.9% , lung capacity of 4200 ML above 39.4% , 39.9% of the 50-meter sprints tested were under 7.5 seconds, which means that today's students don't have enough power. In the height and weight of the statistics I found that students serious problems of obesity, physical nutrition imbalance. The survey was conducted with the cooperation and help of the school and teachers, combined with teachers 'previous teaching experience and Statistics, the survey concluded that endurance, explosive power is poor, students lack of exercise.

2.3 The investigation on special physical fitness training of middle school students participating in football in a certain city

Through the investigation of several schools, it is found that different schools pay different attention to the physical quality training of middle school students participating in football, and some schools only pay attention to the endurance training of students, some schools pay attention to the training of students' strength and speed, while others pay attention to the training of students' endurance and strength. Undoubtedly, these schools only pay attention to one or several physical quality skills training of physical quality training, none of these schools has carried on the comprehensive training to the student physical quality, and also can not carry on the analysis to the student physical quality certain skill to the competition influence. After investigating these schools, we found that their training methods were various, but none of them had planned and regular comprehensive training of students' physical elements. The content and intensity of their training were very good, but there is no comprehensive and systematic training of students' physical quality, which is the problem.

For example: Physical Fitness sensitivity training is not very good, only very few schools have this plan of sensitivity training, the football teacher made students do "round-trip running" exercise, sprint distance of 30 meters, make 10 sprint running back and forth, rest for a period of time then 8, then 5, then the end of the interval between the rest and exercise time for 1:3. This exercise is good, and this paper hopes the rest of the schools will pay attention to it.

Endurance exercises are available in many schools and can be done in a variety of ways, including 400-800-meter runs and 50-100-meter swims (intervals of 5-7 minutes,

with a maximum of 3-5 repetitions per session) . Practice at maximum intensity for no more than 8-10 seconds. The interval between exercises is 35-40 seconds, 8-12 exercises in a group, the interval between groups is 5-8 minutes. Maximum of 3-4 groups in one training session. The method of strength training, lifting the weight can not exceed the maximum weight of 30-35% . Rest 3-5 minutes for each group. A maximum of 3-4 sets per training session. During the preparation period, schedule exercises to develop maximum strength, especially explosive strength. A maximum strength training class to complete the maximum speed exercise and 1-2 exercises.

Speed training methods, there is no specific project training only to make students training pulse back to 120 times per minute or less when doing speed training exercises. A 100 meter sprint, a 50 meter sprint, and a continuous high intensity workout are all possible.

These exercises for physical fitness, to do a planned, targeted and comprehensive training of each, so that students' physical fitness to be improved in an all-round way, which is our efforts and pursuit.

2.4 Analysis of the factors influencing the physical quality training of middle school students participating in football in a city

76.6 % of the middle school students who take part in football in a city surveyed spend 30 minutes in each exercise session. According to the survey, they spend only 45 minutes in each pe class, so most people play soccer during pe class, and a small percentage (8.9%) of students who love soccer do it for more than 60 minutes at a time. They are the ones who really love soccer, hoping more students will join this team in the future.

According to the analysis of the survey, 50.2% of the middle school students exercise once or twice a week, because high school students only have two physical education classes a week, and nearly 24.6% of the students take part in soccer exercises 3-4 times a week, only a very small proportion of the students, only 9.8% of the students every day to participate in football. It is known that some of them are members of the school team, so every afternoon there is a soccer practice at the end of the session. Therefore, if we want to develop campus football, we must let everyone participate in, let more people to understand football, understand the charm of football, which requires the joint efforts of teachers and students.

In the middle school students surveyed, 50.1% of the students are out of hobbies to participate in football exercise. 21.1% of the students are due to physical exercise to participate in football training, and 13.6% of the students are affected by the students to participate in football training. And 7.5% of the students are not interested in learning and to participate in football training. From the survey, we can see that half of the students go to participate in football because of their hobbies. I hope more and more students will turn to football in the future. Of the middle school students surveyed, 52(23.3%) are very fond of football, 113(50.6%) are fond of it, 37(16.5%) are not fond of it, 21(9.4%) are not fond of it. The survey shows that most middle school students still like football. According to a survey of Pe classes in six schools, among

the teachers and coaches surveyed, 3(25%) had a master's degree, 3(25%) had a college degree, 4(33.3%) had a college degree, and 3(25%) had a college degree, others accounted for 16.7%. The above data tells us that most teachers are highly educated, and there are very few old teachers who are not highly educated, but have a lot of teaching experience. In the professional survey, there are 4 professional football teachers, only accounting for 33.3%. From the survey, we can know that the scientific training of middle school students' physical quality is not very effective, so in the Future Schools should train professional football teachers.

According to the analysis of the survey, 30% of the 10 leaders of six schools in a city supported the leadership, and 46% of the parents of 50 students supported the opinion.

3. CONCLUSIONS AND RECOMMENDATIONS

The paper draws the following conclusions: The number of middle school students participating in football training in a certain city is very small. The physical quality of the middle school students participating in the football training in a certain city is very poor, the six basic qualities of the middle school students need to be improved in every aspect, and the self-exercise consciousness of the students is also needed. The strength, endurance, speed and sensitivity of the middle school students participating in the football training in a certain city are very few, and the training time is also short, so that our students fail to fully exercise. The time and frequency of football training of middle school students in a certain city are influenced by the time and frequency of football training, as well as the students' interest, parents and school leaders' support.

And the recommendations: The number of middle school students participating in football training in a certain city

is very small. Under the guidance of the teacher, the interest in football should and will be increased. The basic quality of the middle school students in a certain city is poor. The students and teachers should increase the requirements and consciousness of physical fitness exercise. The schools should strengthen the professional football teachers, send teachers to have a further study, strengthen with external coaches, and improve the effectiveness of their school football training. The more efforts should be made to promote football so that parents can change their biased understanding of football and support their children's participation in football training, and school leaders and parents should increase their support for football.

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The Application of Genre Analysis in College English Reading Teaching

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Abstract: Within the framework of genre analysis, this paper studies the schematic structures and linguistic features of one text of scenic description in Coursebook Intermediate of Innovations, aiming at providing references for the new approach of teaching college English reading. In this way, the paper suggests the content structures and language forms of the text should be taken into consideration while doing text reading, which help the readers comprehend the purpose of highly communicative function and the language using strategies.
Keywords: College English; Reading Teaching; Genre Analysis

I. INTRODUCTION

The English reading teaching has always been in a very important position in college English teaching of China. For the college students, to improve the reading ability is the key to improve the comprehensive language competence as well as the critical standard of evaluating English level. For many years the English education departments have been making efforts on exploring and studying the English reading teaching and already made some good effects. However, there are still some problems such as students still remain their attention on the single understanding of words, phrases and grammars instead of the main idea, writing purpose and attitudes of the text from the macroscopic perspective. And in terms of teaching mode, the class is still the traditional teacher-centered not the students-centered, the language use is departed from the language environment, which is not helpful for students' communicative ability. The application of genre analysis into the English reading teaching can solve the above problems to a certain extent.

II. RESEARCH BACKGROUND OF GENRE

Swales (2001) has ever defined genre as a group of communicative occurrences with the same communicative purpose which are shared by a discourse community. These communicative purposes are confirmed by experts of discourse association and make up the basic principles of genre, by which the schematic structure is constructed, influencing and constraining the content and style of the text. Bhatia makes a further definition of genre as a group of communicative occurrences which have distinctive characteristics and highly established by usage. When the writer wants to construct a discourse or text, he or she must follow the principles made by the specific genre. Therefore, the communicative purpose of discourse determines the text structure, content and style, which should be judged firstly when readers doing the discourse analysis.

Genre-based teaching approach is a kind of teaching method based on the genre analysis, which comes from

America and Australia of 1980s. It is a kind of teaching activity in which the genre analysis theory is consciously applied into the class teaching and conducted by the schematic structure of discourse. Genre-based teaching approach aims at make students understand the different discourse has different communicative purpose and text structure and make them realize discourse is not only the simple linguistics constructs but one with social and meaningful constructs. This reading teaching approach can make students not only master the schematic structure but also understand the discourse constructing progress, which can help them understand and write better based on one of genres.

III. THE APPLICATION OF GENRE ANALYSIS INTO THE ENGLISH READING TEACHING

Grabe (2009) points that reading concludes not only the lower cognitive level of analyzing words and syntactics, but also the higher cognitive level of understanding the discourse pattern, interpreting the situational context, the use of background and inferring, and the mode of reading management and control, etc. So reading is a complicated progress and aims at understanding the information conveyed from the reading material, except for the language information processing of syntactic, word and semantic meaning, as well as covers the application of discourse knowledge, context, and reading strategies.

This paper elaborates the experimental progress in college English reading by choosing Unit2 text B of in Coursebook IntermediateIIof Innovations, which is about the scenic description of Yellow Stone National Park. And the following paragraph will tell the readers how the genre analysis be applied into the English text reading.

According to the context and discourse function, move can be confirmed and organized. Generally, a text is made up of a couple of moves, each move aims at realizing the partial purpose of the text and then the communicative purpose as a whole (Xu 43). Bhatia (46-49) ever used the move method to divide the sales letter into seven moves and analyzed how each move realizes the communicative purpose in the genre of sales letter. Henry and Roseberry (147-156) ever studied the tour texts of airline magazines of Southeast Asian countries and proposed the move mode like this: identification, location, description, facilities and activities; and the other four optional moves like: explanation, how to get there, brief history and motivation.

3.1 Analysis of The Macroscopic Genre Perspective

This paper bases on the move pattern and makes an analysis of the chosen text from the macroscopic genre perspective. During the process of analyzing, M1→M2→M3→M4→M5→M6→M7 will be used as the tokens to identify the moves. M1 is the name of the scenic area. M2 is the location of the scenic area (not tell you how

you get there); M3 is the explanation and supplementary information about the scenic area; M4 is the detailed introduction of the scenic spots and landscapes. M5 is for the brief historical introduction. M6 is to tell the way you get there (whether is in detailed or not). M7 is the tour motivation (appeal to people to visit the scenic area, for example: Escape into a world of fantastic architectures...!) The following part will take the text B of unit2 in Coursebook Intermediate II of Innovations as an example to analyze the language features of bold fonts.

Yellowstone National Park(M1)

Yellowstone **is** the oldest and largest national park in the United States (M3). **It occupies** about 3,100 square miles in the states of Wyoming, Montana, and Idaho(M2). About a million people **visit** the park each year. **They enjoy** seeing the beautiful scenery, many live animals, and unusual natural wonders(M4).

What **will** you see there? First of all, **there are** about 200 geysers-natural streams of hot water that shoot out of the ground. The largest geysers **throw** water 200 feet into the air for two or three hours at a time. "Old Faithful" **is** the most famous Yellowstone geyser. Once an hour, **it sends up** about 10,000 gallons of hot water. This display lasts about four minutes(M4).

In addition to geysers and hot springs, **there are** many other beautiful sights at Yellowstone. **You'll** probably like the brightly colored canyons. (Canyons are deep holes in the ground. The movement of a river **digs** these holes over millions of years.) Yellowstone also **has** mountains, forests, waterfalls, and many lakes and rivers(M4).

Yellowstone's scenery **is** beautiful, but **you'll** probably enjoy the wild animals most of all. There **are** deer, sheep, bears, and many birds and small animals. Almost all of them **are** unafraid of people, too (M4).

When **you** come to Yellowstone, plan to stay for several days. **You can rent** a motel room, sleep in a cabin, or camp out in a tent. Be sure to bring your camera and your binoculars. **There's** a lot to look at and to photograph(M4). For the nature lover, a visit to Yellowstone **can be** the best American vacation of all(M7).

(Text B ,Unit 2, Coursebook Intermediate II of Innovation)

Table 1 Data Statistics

Language Features		Moves			
		M2	M3	M4	M7
Numbers of sentences		1	1	18	1
Voice	Active sentence	1	1	18	1
	Passive sentence	0	0	0	0
Tense	Simple future tense	0	0	3	0
	Simple present tense	1	1	15	1
Person Pronouns	The second person	0	0	7	0
	The third person	1	1	11	1

The table one is the data analysis and statistics of text B. The above moves are decided by the communicative purpose and function of the genre of the introduction of scenic area, and make up the cognitive structure of such special discourse genre. So the native introduction of scenic area must follow this cognitive mode. And all the use of voice, tense and persons accord with the realization of communicative purpose.

According to the move pattern, five moves are identified in the above chosen text B, M1→M3→M2→M4→M7. Why M5 and M6 are not appeared in the text? Because

this text is a description of natural scenic area instead of the historical one, so the Move 5 which is about its brief history is ignored. The text B is chosen from the college English textbook, technically different from the specialized scenic introduction printed in the tour magazine or put up in front of the entrance of scenic spot. Therefore, M6, which is about the concrete travel line, is also ignored. The mainly focus is M4, which give readers detailed description of the scenery and activities that travelers can do. M4 covers the first, second, third, fourth and fifth paragraph. In other words, M4 runs through the whole text, which conforms to the genre of introduction of scenic area.

3.2 Analysis of The Microscopic Language Features

The touring texts generally use some specific language features to realize the communicative function of the discourse, such as the pronouns, voice and tense which are easy to be observed and necessary for touring texts. And genre analysis makes students realize that the grammar forms like voice, tense and the personal pronouns are not be used casually but on purpose.

From the whole text, there is only active voice "It occupies, The largest geysers throw water, it sends up, Yellowstone also has mountains, etc". English passive voice is universally used in the genre of scientific research articles, official document and practical writing (Liu 351). Because the passive voice sentences can stress and highlight important information especially in the technical writings as well as in the practical writing. But there is no passive voice appearing in the above text, all active voices. In fact, the use of active voice is the more directly in transmitting information than passive voice by using simple pattern of subject plus verbs, and helps readers skimming and scanning the key information. On the contrary, the over much use of passive voice will make readers difficult in transmitting the sentence structure and information. So the active voice make a precise and fast transmit of information and help readers have an initial cognition of the whole scenic spot in a very short time.

The above text has no simple past tense, only has present and future tense. There is no history introduction in the text, just the natural scenery description, so the past tense is not necessary. The use of simple present tense can give readers real feelings and arouse their interest and win their trust, and appeal them to read and comprehend the text, in this way the communicative purpose can be completed. The use of future tense can arouse readers' imagination and expectation, which also builds the connection of readers and text.

The personal pronoun has the empathetic function, which has been deeply studied by Liu Zhengguang and Li Yucen (27-35). The first person has the highest empathy and can highly narrow the distance between narrator and reader. The second person is also one narrative mode, which has a strong expressive and contagious function in communicating. In the above text, the use of the second person in M4 reads friendly between lines and is easily accepted by readers. By this narrative mode, the readers are put in a place of "you", which can easily get rid of psychological distance and help the text realize the

communicative purpose.

IV. CONCLUSION

Based on text analysis and stylistics, the researchers and teachers have tried many methods and made many practices on college English teaching and work out many good ways to improve the teaching effect. The teachers can help students to realize the cognitive structure of text from the macroscopic view and build the specific text pattern and have further analysis of the text communication and register. Under the guidance of teacher and involvement of students, the college English teaching can make obvious effect. This teaching method can improve the students' ability on the observation and description of different cultural backgrounds as well as working out and applying the different genres, which can help them detect the variable in order to improve the reading ability. At the same time, genre-based teaching makes a higher claim on college English teachers, which not only needs teachers qualified with professional knowledge and teaching skills but also know more about linguistics, psychology, sociology and some related fields. And college English teachers should keep learning and broadening the perspectives in order to make genre teaching deserve the functions and the most emphasis in English teaching reformation.

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Research On the Promotion of College Students' Sports Literacy Under the Background of Normal Professional Certification

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Abstract: Objective in order to implement the spirit of the 19th National Congress of the Communist Party of China and cultivate a team of high-quality teachers, the Ministry of education has carried out the certification of normal majors in Colleges and universities throughout the country in accordance with the requirements of the 13th five year plan for the development of national education. In October 2017, it issued the notice on the implementation measures for the certification of normal majors in Colleges and universities (Provisional), To promote the construction of teacher education quality assurance system and improve the training quality of normal professional talents. This paper analyzes and studies the formation of College Students' Sports literacy under the background of normal professional certification, and explores the influencing factors of the formation of College Students' Sports literacy, in order to further improve the level of College Students' Sports literacy.

Methods 2763 college students were selected as the research object, and the formation of sports literacy of college students in the experimental group and the control group was analyzed and studied by using the methods of questionnaire, test and mathematical statistics, so as to evaluate the impact of normal professional certification on College Students' Sports literacy, Factor analysis is used to explore and study the factors affecting the formation of College Students' Sports literacy in the process of normal professional certification. **Results** in addition to the physical ability index, the average sports literacy index of college students in the experimental group was higher than that in the control group, and there was significant difference ($P < 0.01$); $Y = 14.02 + 1.01x_1 + 0.68x_2 + 1.07x_3 + 0.43x_4$ is the linear regression equation established between the total score of sports literacy and each dimension index; The factor analysis of the factors affecting the formation of College Students' Sports literacy in the process of normal professional certification shows that the variance contribution rate of the six influencing factors extracted by principal component analysis is 81.5%. **Conclusion** 1. Carrying out the certification of normal major in Colleges and universities is conducive to the improvement of College Students' Sports literacy and the formation of healthy lifestyle in Colleges and universities. 2; 2. In the process of promoting normal professional certification, a new linear regression relationship can be formed between the total score of College Students' Sports literacy and the indicators of each dimension. The two dimensions of "daily behavior" and "knowledge and understanding"

have a great impact on the formation of College Students' Sports literacy; 3. In the process of promoting normal professional certification, the factors affecting the formation of College Students' Sports literacy can be summarized into six main factors, of which "evaluation tool" and "teaching work" have the greatest impact; 4. In the process of promoting normal professional certification, the cooperation of family, society and school can effectively promote the formation of College Students' Sports literacy.

Key words: Normal Major; College Student; Sports Literacy

1. RESEARCH PURPOSE

In October 2017, in order to implement the spirit of the 19th National Congress of the Communist Party of China and cultivate a team of high-quality teachers, in accordance with the requirements of the 13th five year plan for the development of national education, the Ministry of education carried out the certification of normal majors in Colleges and universities across the country, and printed and issued the notice on the implementation measures for the certification of normal majors in Colleges and universities (Interim) (teacher [2017] No. 13), To promote the construction of teacher education quality assurance system and improve the training quality of normal professional talents. Taking "student-centered, output oriented and continuous improvement" as the basic concept, normal professional certification emphasizes following the law of normal students' growth and success, and taking normal students as the center to allocate educational resources, organize courses and implement teaching; It is emphasized to evaluate the training quality of normal professional talents according to the learning effect of normal students and the requirements of Normal Graduates' core competence; It emphasizes the all-round and whole process evaluation of normal professional teaching, and applies the evaluation results to teaching improvement, so as to promote the continuous improvement of the training quality of normal professional talents. In order to fully implement the party's education policy and implement the fundamental task of Building Morality and cultivating people, starting from September 2018, our university has started various preparations for the professional certification of teachers, implemented the fundamental task of "Building Morality and cultivating people", adhered to the simultaneous development of moral, intellectual, physical, aesthetic and labor education, and improved the core competence and

quality of normal school students. As physical education educators, they are guided by improving the level of College Students' physical literacy, constantly improve the deficiencies in the process of normal professional certification, and strive to meet and surpass the normal professional certification standard of their major. Through the development and implementation of the preparatory work for normal professional certification for more than a year, the work enthusiasm and work enthusiasm of physical education teachers in our university are unprecedentedly high, but how about the teaching quality and effect, whether the students' Sports literacy has been rapidly improved, whether physical education can realize the fundamental task of "Building Morality and building people", and there are still some factors that hinder the improvement of College Students' Sports literacy. There are still many questions and development uncertainties.

Since the concept of sports literacy was first put forward by Whitehead, a British scholar in 1993, his research believes that "sports literacy is the motivation, confidence, physical ability, understanding and knowledge of individuals to maintain an appropriate level of physical activities throughout their life". In the notice on Several Opinions on Further Strengthening School Physical Education issued by the Ministry of education in 2012, it is also clearly pointed out that the main purpose of school physical education is to improve students' Sports literacy level. However, since the development of domestic sports literacy evaluation system is still in the exploratory and trial stage, the evaluation standards and operation specifications need to be unified. There are relatively few research results that can be used for reference. Therefore, based on the Canadian student sports literacy evaluation system (CAPL) and the reality of Chinese college students, our research group has compiled a set of College Students' Sports literacy evaluation system to evaluate and study the formation and influencing factors of College Students' Sports literacy under the background of normal professional certification. In order to provide a useful reference for the improvement of College Students' Sports literacy under the background of normal professional certification.

2. RESEARCH OBJECTS AND METHODS

2.1. Research object

Taking randomly selected class students participating in the pilot of normal professional certification as the observation group (596 males and 802 females) and students in other classes as the control group (605 males and 792 females), this paper analyzes and studies the formation of sports literacy of second and third grade students in our university. Before the experiment, there was no significant difference between the two groups in age, height, weight and sports literacy ($P > 0.05$).

2.2 research methods

2.2.1. Questionnaire survey method

The college students' Sports literacy evaluation system adopted by the research group is mainly compiled with reference to the Canadian assessment physical literacy (CAPL), which is also one of the widely used evaluation tools in the world. It is composed of three methods: on-

site test, questionnaire survey and follow-up test, which mainly covers four dimensions. The highest score of daily behavior is 32, the score of physical ability is 5.2 ~ 32, the score of knowledge and understanding is -0.63 ~ 18, the score of motivation and confidence is -1.5 ~ 18, and the total score is between 3.07 ~ 100. The evaluation results can be divided into four levels from low to high. The higher the score, the higher the level of sports literacy. The questionnaire mainly covers four dimensions (daily behavior, motivation and confidence, knowledge and understanding and influencing factors), and the test-retest reliability coefficient is $0.92 <$. The sports literacy questionnaire was distributed and recovered by professionals on the spot. A total of 2795 questionnaires were distributed, 2781 were recovered, 13 invalid questionnaires were excluded, and a total of 2763 valid questionnaires were recovered, with an effective recovery rate of 98.86%.

2.2.2. Test method

The physical ability part of the college students' Sports literacy evaluation system is mainly tested in the college students' physique test center. The relevant indicators are measured by Jianmin gmcs-iv series national physique monitor produced by Beijing Xindong Huateng sports equipment Co., Ltd., including 10x4 meter round-trip running, obstacle running, grip strength, flat support, body mass index, waist circumference and sitting body flexion. The tracking test of "average daily steps in seven days" in the daily behavior part is carried out by using the "sports world app campus version" software of the mobile client.

2.2.3. Mathematical statistics

All statistical data in this paper were analyzed by IBM SPSS statistics 22 statistical software. The measurement data were expressed by means, standard deviation and mean standard error. The measurement data were compared between groups by independent sample t-test and multiple independent sample K-W test. The difference was statistically significant with $P < 0.05$.

3. RESEARCH RESULTS AND ANALYSIS

3.1. The impact of normal professional certification on College Students' Sports literacy

After one year's preparation for normal professional certification, in addition to physical ability indicators, the average of various indicators of sports literacy in the experimental group is higher than that in the control group, and there is a very significant difference ($P < 0.01$), suggesting that the preparation for normal professional certification is very conducive to the improvement of College Students' Sports literacy.

In the linear regression analysis between the total score of College Students' Sports literacy and the scores of each dimension, R^2 and the modified R^2 show that the established regression equation is better (modified $R^2 = 0.851$); The results of regression fitting ANOVA in Table 4 also show that the equation fitting effect of the four independent variables is very good, and the regression equation has statistical significance ($P < 0.01$); The final linear regression model test results in Table 5 also show that the significance level of each independent variable is less than 0.01, and the established equation is valid. The

linear regression equation that can be established between the total score (y) of College Students' Sports literacy and the indicators of each dimension is: $y = 14.02 + 1.01x_1 + 0.68x_2 + 1.07x_3 + 0.43x_4$, where X_1 represents daily behavior, X_2 represents physical ability, X_3 represents motivation and confidence, X_4 stands for knowledge and understanding.

From the established linear regression equation, it can be seen that after more than a year of preparation for normal professional certification, the scores of "daily behavior" and "knowledge and understanding" have a great impact on the improvement of College Students' Sports literacy level; The statistical results in Table 2 also show that the scores of college students in the experimental group in the two dimensions of "daily behavior" and "knowledge and understanding" are significantly higher than those in the control group ($P < 0.01$). The "daily behavior" dimension in the sports literacy evaluation system mainly includes "average daily steps within 7 days", "time facing the electronic screen every week" and "times of participating in medium and high-intensity sports every week". It can be seen that after one year of preparation for normal professional certification, college students in the experimental group have formed a more scientific and healthy lifestyle, They have transferred more of their spare time from the electronic screen to fitness activities, and carried out more medium and high-intensity physical exercise; The improvement of the score of "knowledge and understanding" dimension of the control group also reflects that they have a deeper understanding of the significance of sports culture, sports morality and health. The core value of "Building Morality and cultivating people" of sports discipline has also been fully reflected in the reform of personalized physical education curriculum.

3.2. Analysis of factors affecting the formation of College Students' Sports literacy in the process of preparation for normal professional certification

In order to ensure the in-depth development and continuous improvement of the preparation for normal professional certification in our university and promote the cultivation of College Students' Sports literacy, this study makes a factor analysis on the relevant factors that may have adverse effects, so that the majority of physical education teachers in the process of normal professional certification can dialectically look at the existing problems, find and solve contradictions, To promote the continuous improvement of the training quality of normal professional talents.

The six factors extracted by principal component analysis reflect the variance contribution rate of 81.5% of the original variable, indicating that they can reflect most of the information of all influencing factors, and it is more appropriate to select six factors. According to the results of the rotated factor load matrix table 7, the college students participating in the survey believe that the factors that may affect the formation of College Students' Sports literacy in the process of promoting normal professional certification mainly include six influencing factors. The first factor mainly includes "quality of literacy evaluation software", "literacy evaluation content" and "literacy

evaluation mechanism", which can be named "evaluation tool" factor; The second factor includes "teaching curriculum" and "teachers' guiding ability", which can be named "teaching work" factor; The third factor can be named "leadership attention" factor; The fourth factor is "the transmission way of sports culture", and the fifth factor is "venue equipment"; The sixth factor is "family support".

From the variance contribution rate of each factor, it can be seen that the "evaluation tool" factor and "teaching work" factor account for a large proportion of 31.9%, indicating that in the process of promoting normal professional certification, we should not only carefully select scientific and reasonable students' Sports literacy evaluation tools, but also use various ways to improve the work enthusiasm of physical education teachers, Give full play to the value guiding role of front-line teachers in "Building Morality and cultivating people"; From the following influencing factors, we can see that the "attention of leaders", "the communication channels of sports culture" and the richness of "venue equipment", as well as the strength of "family support" have a great impact on the formation of College Students' Sports literacy. It can be seen that in the process of promoting normal professional certification, we still need the unity and cooperation of families, schools and society to more effectively promote the formation of contemporary college students' Sports literacy.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1. Carrying out the professional certification of normal universities is conducive to the improvement of College Students' Sports literacy and the formation of a healthy lifestyle in Colleges and universities.

4.2. In the process of promoting normal professional certification, a new linear regression relationship can be formed between the total score of College Students' Sports literacy and the indicators of each dimension. The two dimensions of "daily behavior" and "knowledge and understanding" have a great impact on the formation of College Students' Sports literacy.

4.3. In the process of promoting normal professional certification, the factors affecting the formation of College Students' Sports literacy can be summarized into six main factors, of which "evaluation tools" and "teaching work" have the greatest impact.

4.4. In the process of promoting normal professional certification, the cooperation of family, society and school can effectively promote the formation of College Students' Sports literacy.

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Influence Factors of High Housing Prices and Government Policy Regulation Measures

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ABSTRACT. Influence factors of high housing prices are diversified and complex. The government policy regulation direction can be better identified by accurately and comprehensively identifying influence factors of high housing prices to improve government policy regulation efficiency. Based on analysis and discussion of influence factors of high housing prices. The government policy regulation measures were studied and discussed from the land supply, monetary stock, equal rights for home tenants and owners. The house property tax is to implement better the principle of “housing residence instead of vicious speculation” and promote the healthy and steady development of the real estate market.

KEYWORDS: High housing price; Influence factor; Government sector; Policy regulation

1. INFLUENCE FACTORS OF HIGH HOUSING PRICES

Housing price is the combined effect of economic, social, administrative, and house property factors.

From the economic factor, regional economic development level, economic development potentialities, employment market development status, financial market development status, industrial structure, and per capita income affect the supply-demand relationship of the real estate market to act on housing prices. Generally, the higher the economic development and economic development potentialities of a region, the more job opportunities can be offered to the public and the better the employment environment. As a result, many talents will be attracted and based on this, the consumption needs of the real estate market can largely ensure stability or a rising tendency of housing prices. It is because there is a differentiation trend of housing prices between first and second-tier cities. The third and fourth-tier cities in 2021, with the housing price level of Beijing, Shanghai, Guangzhou, and Shenzhen higher than that of other cities, and economic factor is one of the primary causes.

From the point of social factor, historical and cultural deposits, population base, and urbanization development degree of different cities are different. The influence of these factors on housing prices demonstrates very complicated influence factors of high housing prices. Relative to economic factors, the effect of a social factor on housing prices is long-lasting. Densely populated regions with a large population base and a high growth rate often have greater and potential consumption needs for real estate. In the meantime, the growth rate of core families and divorce rate also increase the family number and consumption needs for real estate. Furthermore, there is a stronger attraction for the young generation when urban cultural deposits, cultural atmosphere, and cultural

aesthetic tendency are regionally consistent. The needs generated by social factors partly facilitate the development of the real estate market, so it is an important factor in rising housing prices.

From the administrative point of factor, financial policy, land supply, fiscal levy, and housing security are key factors of prices of the real estate market and an important way for the government’s macro regulation on housing prices. To be specific, a monetary high will partly raise housing prices. With the normalization of epidemic prevention and control, increasing currency issues can effectively promote economic recovery, while excess currency issues will raise housing prices. Meanwhile, frequent changes in credit policies will affect all parties’ anticipation of housing prices, resulting in fluctuations in prices. Land supply mismatching and local government’s over-reliance on land finance are important reasons for ineffective control of housing prices. An imperfect tax system built based on the real estate market is also an important reason for urgently improving the macro regulation effect. Moreover, perfect housing security and housing supply system will affect the supply and demand of the real estate market to act on fluctuations in housing prices.

From the real estate factor, surroundings affect production cost and attraction of real estate to the public. Generally, real estate prices in regions with better living conditions are higher, for which real estate enterprises focus on improving their competitiveness through optimizing living conditions. Besides, various social resources attached to real estate affect real estate prices when equal rights for home tenants and owners. They are implemented, especially school district housing, a resource that arouses social concern and closely relates to real estate, is an important factor of rising housing prices.

2. GOVERNMENT POLICY REGULATION MEASURES

Housing price is a financial phenomenon and an outcome of national financial governance. It is of certain significance for social and financial development to control housing prices based on policies and ensure a steady rise of housing prices in a specific space and time. While carrying out policy regulation on high housing prices, the government sector should mainly focus on the following work.

First, the government sector should carry out scientific land planning and promote the remising land system reform. Residential land supply has been an important factor in the constant rise in urban housing prices in first and second-tier cities. While enhancing rationality and scientificity of land supply planning and gradually facilitating local government to get rid of land finance

play a noticeable role in housing price control. Local governments should develop differentiated land supply policies specific to practical urbanization conditions in the land planning process. e.g., residential land supply should be increased appropriately in cities with population immigration. However, the residential land supply chain should be decreased appropriately in cities with population loss to effectively solve residential land undersupply of cities with population immigration and residential land oversupply of cities with population loss. In addition, local government should focus on adjusting the structure among commercial land, residential land, and industrial land and ensure a reasonable proportion among them. During this course, local government should first ensure to meet the needs for livelihood land and infrastructure construction, especially the priority of construction land for security housing, to improve the security housing system and create favorable conditions for sustainable urban development. In the reform process of the remising land system, it is an effective way for effectively controlling housing construction cost and improving housing price regulation space to change the highest price obtained mode. Both American and Japanese real estate economic development experience has proved land supply restrictions and the land system based on the highest price obtained. The main factor is a rapid rise in housing prices. However, it is necessary to plan land bidding and housing price regulation as a whole in the process of optimizing the remising land system.

Then, the government sector should consider solving the problems caused by excess monetary stock to housing price tendency. The flow direction of monetary stock will affect assets price and the commodity price of specific fields. For this reason, the government sector should attach importance to control of monetary high and over-leverage and guide the flow direction of the monetary stock. Presently, “housing residence instead of vicious speculation” is not only an important red line for the government sector to regulate the real estate market but also the public’s rational cognition of real estate development. Although domestic housing prices have not fluctuated heavily until now, investment-oriented commodity housing purchasing behavior still exists. Some organizations and individuals even purchase commodity housing through personal financing or seek interests through real estate speculation regardless of the red line of “housing residence instead of vicious speculation.” e.g., Shenzhen real estate management event in 2021 is an embodiment of such phenomena. With the normalization of epidemic prevention and control, an increase of monetary stock creates favorable conditions for economic recovery. The government sector should value the avoidance of monetary high and over-leverage to promote accurate input of monetary stock in such fields as new technologies, new energy resources, and 5G, facilitate local government to gradually get rid of the situation of driving economic development based on real estate and make production factors tend to the real economy through optimizing the development environment of the real economy, in order to weaken the adverse impact of excess

monetary stock on housing price regulation in the process of guiding money flow.

Third, the government sector should build a perfect housing system that encourages both renting and purchasing. While carrying out policy regulation on high housing prices, the government sector should effectively restrain investing speculative demands from the perspective of demand and supply and limitations of purchase. Loan and sale and reasonably control the rhythm of land supply. Also, they focus on implementing the concept of “housing residence instead of vicious speculation” and create favorable conditions for stable development of the real estate market through promoting the healthy development of the house lease market. In this process, the government sector should build a more perfect housing market management system based on equal rights for home tenants and owners. The government is controlling the homeownership rate more effectively to avoid the risks in the development of the real estate market unreasonable housing needs. Equal rights for home tenants and owners and protection of their lawful rights and interests lay an important foundation for promoting the effective implementation of a housing system that encourages renting and purchasing. As long as house lease cost and lease relationship become more stable and home tenants and owners enjoy public resources and services such as medical, endowment, and educational resources. Where house properties are located, more people will change their ideas and have higher recognition of house lease. For this reason, the government sector should focus on guiding the rent criterion for the house lease market, scientifically regulate fluctuations in house rent and enhance the bargaining power of the lease in order to lay a good foundation for healthy and stable development of the house lease market. In addition, the government sector should not only standardize intermediary behavior in the house lease market and guide the owner to carry out house lease based on a perfect process and legal guarantee, but also change the view of real estate enterprise in the process of creating economic benefits and guiding them to participate in house lease to promote diversified development of entities of the house lease market.

Last, the government sector should promote reform of house property tax. Tax revenue is an important tool of macro regulation, and the important meaning of house property tax is to enhance the holding rate of commodity housing to effectively contain housing speculation-targeted commodity housing purchasing behavior and holding behavior. In promoting the reform of house property tax, the following two aspects should be noted: One is the time to introduce a house property tax in order to reduce the marginal effect of introducing house property tax and enhance public recognition. House property tax should be introduced in the context of economic stability; the other is to avoid public pessimism about the real estate market to effectively prevent the serious adverse impact of a rapid drop in housing prices on economic development. In terms of house property tax object, it is a necessary measure for boosting social equity

to elevating the threshold of house property tax, so house property tax should be levied through reference to the idea of “including poll tax in property tax.” Presently, pilot work of house property tax is deepened continuously, and “the test field” of house property tax can identify the problems existing in the implementation of house property tax and various social issues arising from collection of house property tax in advance in order to explore more systematic solutions. However, the maturation of these solutions largely determines the reform of house property tax. In short, the collection of house property tax should be based on the public’s deep recognition of tax equality and test the government sector’s political wisdom, which will profoundly influence the regulation of high housing prices.

3. CONCLUSION

In conclusion, economic, social, administrative, and real estate factors are important factors of housing prices, and macro regulation of these factors is of great significance for promoting stable development of the real estate market. During this course, the government sector should carry out scientific land planning, solve the problems of housing price tendency arising and build a perfect housing system.

It encourages both renting and purchasing and advance reform of house property tax to guarantee the steady rise of housing prices.

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Teaching Research on Improving Secondary Vocational Students' Mathematical Literacy

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Abstract: Secondary vocational school is an important cradle for cultivating skilled talents. Based on traditional education, it plays a role in the construction and development of our country. Influenced by the new curriculum reform, quality-oriented curriculum education is promoted in China. In the school running of secondary vocational colleges, we not only strive to improve the academic achievements of the students, but also pay more attention to the cultivation of students' core quality, mental quality, and ability, and will strive to cultivate all-round quality talents step by step through continuous efforts. In secondary vocational teaching, mathematics is a basic subject. In teaching, we should optimize and improve teaching in combination with reality, so as to better realize the cultivation of students' comprehensive quality and ability in teaching. This paper analyzes and discusses the related problems of mathematics teaching activities in secondary vocational school, hoping to provide some good reference experience for cultivating students' mathematics literacy.

key word: Secondary vocational colleges; Mathematics teaching; Teaching strategy

1. INTRODUCTION

Under the current new situation, the school running and education of secondary vocational colleges pay more attention to the cultivation of students' quality and ability, and this has gradually become the focus of teachers' teaching research. Around the requirements of running a school at this stage, in teaching, we should make reasonable adjustment and improvement at the teaching level based on the characteristics of this discipline. As an important subject in secondary vocational education, the teaching of mathematics is widely concerned. In mathematics teaching, based on the perspective of cultivating students' quality and ability, our teaching activities should be scientific and comprehensive, and can effectively cultivate students according to the situation of students, so that they can get the development of multi-faceted ability in the process of participation.

2. HOW TO CULTIVATE STUDENTS' MATHEMATICAL LITERACY IN TEACHING

First, set the teaching objectives reasonably. In the current rapid development and progress of society, vocational education has received more attention and attention. In the specific mathematics teaching, we should not only pay attention to the improvement of students' performance, but also pay attention to the construction of their knowledge system in teaching. In the past, under the traditional teaching mode, teachers often used a single teaching method for teaching, and the depth of

students' absorption of relevant knowledge points in learning is preferred. With the continuous development of the times and the improvement of the current social demand for professional talents, in carrying out discipline teaching, I need to change and innovate the teaching concept and clarify the important position of cultivating students' ability and quality. While explaining the theoretical knowledge, constantly cultivate students' mathematical logical thinking ability and help them gradually build a good knowledge learning habit and consciousness. Compared with students in other ordinary schools, students in vocational colleges have a weak foundation, low learning foundation, limited ability to master mathematical knowledge, relatively difficult learning of some mathematical knowledge, lack of sufficient learning interest and enthusiasm, and their learning habits have not been effectively developed. In practical teaching, we should reasonably design teaching objectives and add more content of ability and quality training. Fully recognize the individual differences of students and give students more respect and love. Combined with students' cognitive level and the law of psychological development, design more practical teaching objectives, and realize the overall guidance of students' development in the teaching objectives. As teachers, we should also clarify the role of our own guide and fully stimulate students' subjective initiative in teaching. For example, in the teaching process of "the nature of inequality and its related theorems", we should design the goal to enable students to understand and master the nature and theorem of inequality, and be able to think actively, so as to improve and develop their thinking ability. In the design of specific teaching content, around this goal, design more starting points to stimulate the development of students' thinking ability, so that students' knowledge learning initiative can be reflected, and change the previous passive learning state and consciousness. For students with poor learning foundation, the setting of learning objectives should focus more on basic content to help them consolidate the foundation and gradually change. For students with good learning foundation, the setting of relevant teaching objectives can be appropriately improved, so as to achieve the purpose of cultivating students' ability and literacy.

Second, fully excavate the content of teaching materials. In the current teaching, teaching materials are an important basis and resource for secondary vocational teaching. It is an important basic work content for our mathematics teaching to do a good job in the mining and research of its teaching materials resources. According to the actual teaching materials, do a reasonable analysis, and do a

good job in teaching research and exploration around the current situation of secondary vocational students. Based on the principles of scientificity, unity and consistency, carry out relevant teaching work step by step, pay attention to the guarantee of coherence between different knowledge points, so that students can have a learning process in line with their cognitive development law and learn from shallow to deep. According to the students' learning situation, we should make reasonable optimization and improvement in the process of teaching activities, so that the teaching work in the whole secondary vocational stage can be better enriched based on the content of teaching materials, and improve the utilization effect of the whole teaching materials resources. For example, in the process of teaching the relevant knowledge content of "absolute value inequality", we can easily find that there are some deficiencies and problems in the students' understanding of the relevant knowledge points. For this, teachers can add a series of examples based on the content of teaching materials before classroom teaching. Introduce all related topics of this relevant knowledge point and explain them in different ways, so that students can better understand the content of their theoretical knowledge during the overall classroom teaching activities, highlight the key points and build a progressive learning environment at all levels. Let the whole learning process of students become more vivid and efficient, and promote the improvement and development of students' quality and ability.

Third, the application of life content to cultivate students' mathematical thinking ability. At this stage, secondary vocational students will instinctively use their own knowledge to deal with the difficulties encountered in real life by learning mathematics. Teachers can guide this view and use life knowledge to improve secondary vocational students' mathematical thinking. In the teaching process, teachers should make full preparations, clarify the teaching knowledge points and difficulties, find the starting point of teaching thinking methods, and choose scientific teaching methods according to the concept and outline of current teaching materials. In the promotion of the whole mathematics teaching work, the teaching of mathematics thought will have a better effect. In the process of setting relevant teaching contents, we should also pay attention to the improvement of students' learning ability, so that students' ability to apply their knowledge can be fully developed, and the theoretical knowledge can be better constructed continuously, show their knowledge and skills in the process of life application, and cultivate their divergent thinking ability of mathematical knowledge. Let them get a sound foundation for the improvement of their mathematical literacy. In addition, with the continuous development of the times and the progress of science and technology, we can also introduce different ways such as micro class teaching in the process of mining the content of specific teaching materials, so that students can learn the video content of micro class, help them realize their own preview and cultivate their good learning awareness and habits.

Fourth, highlight the pertinence of teaching. In the process of mathematics teaching, teachers should clarify the students' mathematical knowledge level and understand the differences of students' understanding ability of mathematics curriculum, which is very important for the development of teaching work. The teacher grasps the actual situation of the students and asks the students to group in advance. Students with the same level of knowledge can be divided into a group in order to improve teaching efficiency in the future. Teachers prepare in advance, scientifically divide the students into different groups, and let each group of students with the same learning level cooperate with each other to learn mathematics knowledge. When making learning plans, teachers should reasonably arrange the knowledge mastery of different students. For students with poor understanding of basic knowledge, teachers should add some basic mathematics knowledge to the current mathematics teaching curriculum, encourage students to learn mathematics knowledge in relevant chapters independently, and make students better improve their current learning level. For students with high mathematics level, students have strong learning ability and their own mathematics learning skills, and teachers can add more happy content. It is very important for teachers to improve and optimize the existing evaluation standards and formulate different evaluation strategies according to different students' learning ability. According to the difference of students' learning level, this evaluation method can show the effect of different levels of students' learning mathematics ability in secondary vocational school. For students with high learning level, they have strong learning ability and good mathematical foundation. When evaluating these students, the difficulty of evaluation should be appropriately improved. After students have learned the basic knowledge of secondary vocational mathematics, teachers can suggest students to participate in difficult learning tasks to improve their learning ability. For students who do not study basic mathematics thoroughly, teachers should give reasonable guidance to students on the premise of the successful completion of teaching, and strive to improve their grades on the basis of ensuring students' learning mathematics classroom knowledge.

Fifth, use the situation to cultivate students' interest in learning. In the process of mathematics teaching, it is very key for the successful development of the whole teaching activities to let students improve their interest in learning and more actively participate in the learning of mathematics knowledge. In the process of teaching, teachers can shape different teaching situations by using the way of constructing situations, make the whole learning process more interesting, realize the attraction to students, help them activate their learning interest and improve their overall learning experience. In the process of daily teaching, mathematics teachers should conduct all-round research on students' learning, and set up these situations around the age, personality characteristics and mathematical knowledge learning of students in secondary vocational school, so that the situation itself can

drive students to learn better and provide students with a pleasant mathematical knowledge learning experience. As a teacher, we also need to use various flexible means to carry out situational teaching.

Sixth, use cooperative learning to cultivate students' cooperative ability. In the current process of social development, having good cooperation ability is an important quality that a talent must have. In the process of being familiar with the development of mathematics teaching activities, as teachers, we should pay attention to the cultivation of cooperation ability in this aspect, set different teaching methods in teaching, and let students actively participate. For example, teachers can organize a team competition to let students divide into groups, complete different tasks and topics in different groups, let students learn knowledge in the process of cooperation, and exercise their own quality. In the process of student cooperation, teachers can also give students some guidance and advice to help them grow better. After going to work in the future, it is undoubtedly an important aspect to show students' own ability to cooperate well with others. Teachers should consciously combine the current situation of secondary vocational students, do a good job in the design and application of cooperative teaching, drive students' own ability and quality, and get full improvement and development.

3. CONCLUSION

In general, in the current process of mathematics knowledge teaching in secondary vocational schools, how to cultivate students' mathematics literacy, so that students can form stronger professional quality and ability, and better play their role and value in future jobs is an

important problem that we should think about. At the secondary vocational school stage, we should make effective improvement, build a more scientific mathematics knowledge teaching system, so that students' mathematics literacy can be fully and comprehensively developed, and provide a good support for them to enter the future social post.

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Exploration And Research on Integrating Curriculum Thought and Politics into Innovation and Entrepreneurship Education

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Abstract: Curriculum ideological and political education and innovation and entrepreneurship education have high consistency in educational objectives and contents. Exploring the methods and ways of integrating curriculum ideological and political education into entrepreneurship education has high theoretical significance and practical value. By establishing a correct concept of innovation and entrepreneurship education, excavating the ideological and political elements in innovation and entrepreneurship education, building a high-level ideological and political and innovation and entrepreneurship education teaching staff, re constructing the curriculum system of innovation and entrepreneurship education, building a curriculum in which the ideological and political elements of the curriculum are integrated into innovation and entrepreneurship education, so as to form a synergistic effect and improve the innovation and entrepreneurship level and ability of vocational college students, Guide the development direction of innovation and entrepreneurship education.

Key words: Curriculum Thought and Politics; Innovation And Entrepreneurship Education; Fuse

In the report of the 19th CPC National Congress, General Secretary Xi clearly stressed that "innovation is the first driving force leading development and the strategic support for building a modern economic system" and "cultivate a large number of strategic scientific and technological talents, scientific and technological leading talents, young scientific and technological talents and high-level innovation teams with international level". Innovation and entrepreneurship education is not only the educational practice of Vocational Colleges under the guidance of the party's innovation theory, but also a task of Building Morality and cultivating people. Facing the new situation and new requirements of "mass entrepreneurship and innovation", taking the opportunity of three complete education in vocational colleges, integrating curriculum ideological and political education with innovation and entrepreneurship education, comprehensively improving the innovation quality and ability of vocational college students, guiding the development direction of innovation and entrepreneurship education, and strengthening students' innovative spirit and will are an important aspect of our innovation and entrepreneurship education in the future.

(1) The significance and practical value of integrating curriculum thought and politics into innovative industry education

(1) Internal requirements of talent training under the national innovation driven development strategy

Innovation is the strategic support for the country to build a modern economic system. Cultivating innovative and entrepreneurial talents is an important task of the national strategy in the new era. The cultivation of innovative and entrepreneurial talents includes not only the cultivation of skills and abilities, but also the cultivation of quality. In terms of quality training, curriculum ideological and political education and innovation and entrepreneurship education are basically the same in terms of training objectives. Excellent ideological and political quality is a solid guarantee for innovation and entrepreneurship.

(2) An effective method for higher vocational students to establish a correct concept of innovation and Entrepreneurship

University is an important period for the accumulation and stability of students' world outlook, outlook on life and values. College students' three views are becoming more and more mature and stable. The correct three views can ensure that college students walk on the right road. The fundamental task of colleges and universities is to establish morality and cultivate people. Guiding students to establish correct three views is the most important link. Students' concept of innovation and entrepreneurship is a part of the three concepts. The correct concept of innovation and entrepreneurship can provide the correct development direction for innovation and entrepreneurship.

(3) An important way to optimize the curriculum system of innovation and entrepreneurship in Vocational Colleges
The introduction of curriculum thought and politics into the innovation and entrepreneurship curriculum system of higher vocational colleges can further optimize the innovation and entrepreneurship curriculum system of higher vocational colleges, lead the curriculum system design with innovative thinking, finally form synergy and improve the effect of new entrepreneurship curriculum.

(2) Problems in innovation and Entrepreneurship Education

At present, the employment development of college graduates has undergone drastic changes, from the previous "two-way choice" to "independent entrepreneurship". Universities and society are

encouraging and Promoting Graduates'; innovation and entrepreneurship in order to solve the employment dilemma of college students and improve the quality and environment of graduates'; employment through thinking innovation and independent entrepreneurship. Vigorously developing innovation and entrepreneurship education can comprehensively improve the innovation and entrepreneurship quality of graduates, which can not only alleviate the employment pressure, but also comply with the national development strategy.

1. Teachers'; Ideological and political education and innovation and entrepreneurship need to be further improved

Innovation and entrepreneurship education is based on curriculum, focusing on ideology and politics, teachers, students and education. Teachers'; Ideological and political education ability is the key to the implementation of curriculum ideological and political education. Curriculum education is also an important way to implement general secretary Xi Jinping's thought of educating people in Colleges and universities. Therefore, we must enhance professional teachers'; ability of Ideological and political education. At present, there are still some problems, such as teachers'; inadequate understanding of the integration of Ideological and political education into innovation and entrepreneurship, and their insufficient level of Ideological and political theory, which are the stumbling blocks of the integration of curriculum ideological and political education into innovation and entrepreneurship education.

2. The depth and breadth of Integrating Ideological and political education into innovation and entrepreneurship curriculum are not enough

How can innovation and entrepreneurship education absorb ideological and political elements from the two levels of theoretical teaching and practical teaching, integrate ideological and political ideas, and integrate socialism with Chinese characteristics and Chinese dream education, socialist core values education, rule of law education, labor education, mental health education, Chinese excellent traditional culture education. Professional ideal and professional ethics education are included in the teaching content and teaching process, which are the difficult problems of integrating curriculum ideological and political education into innovation and entrepreneurship education.

3. A perfect quality evaluation system for innovation and entrepreneurship education has not been established

Appropriate protection and transformation mechanism can not only protect students'; awareness of innovation and entrepreneurship, but also provide a loose innovation and entrepreneurship environment to help students realize innovation and entrepreneurship. At present, all schools in the country have not formed a standardized and effective guarantee mechanism.

(3) Ways to integrate ideological and political courses into innovation and Entrepreneurship Education

1. Guide teachers to change their educational concept and implement the educational concept in the whole process

of talent training

Vocational colleges should guide teachers to change their educational ideas and establish a correct outlook on education. Further clarify the quality requirements in the innovation and entrepreneurship education, excavate the ideological and political elements and points in the innovation and entrepreneurship curriculum, and integrate the ideological and political education into the innovation and entrepreneurship education in vocational colleges, which runs through the whole process of education. The function of teachers'; Ideological and political education should be fully exerted. In the daily teaching of teachers, the elements of curriculum ideological and political education should be added to influence students.

2. Establish the concept of innovation and entrepreneurship education and clarify the goal orientation of "curriculum thinking and politics" in Entrepreneurship and innovation education

Innovation and entrepreneurship is a new concept of employment. China's traditional concept of employment is deeply rooted. In order to change and stimulate students'; interest and enthusiasm in innovation and entrepreneurship, we must change the traditional educational concept, strengthen ideological and political education in innovation and entrepreneurship education, and guide students to establish a correct teaching concept of innovation and entrepreneurship. As higher vocational college students, they should actively change their outlook on employment and entrepreneurship, give full play to their creative thinking ability and create their own future.

3. Create a "golden course" Integrating Ideological and political courses and innovation and entrepreneurship education courses

How to absorb ideological and political elements in the innovation and entrepreneurship education curriculum, integrate ideological and political ideas, and cultivate the educational thought of socialism with Chinese characteristics is an important task of curriculum ideological and political construction. Based on the curriculum characteristics of innovation and entrepreneurship education, tap the innovation and entrepreneurship education resources and knowledge in the ideological and political curriculum, and give full play to the role of knowledge teaching in the first classroom. By guiding students to conduct comprehensive self-analysis and understanding of self personality, ideals and beliefs, character perseverance, emotion and morality, and introducing socialist core values, industry spirit and craftsman spirit, students can improve their awareness of personality cultivation, professional spirit and social morality, and strengthen morality and cultivate people. For example, the contents of the two courses on personal comprehensive quality, the current national entrepreneurial environment and relevant entrepreneurial policies, entrepreneurial personality and psychological quality, professional ethics and legal norms, team spirit and family and country feelings are organized in the form of modules to create a "golden course" integrating curriculum ideology and innovation and Entrepreneurship

education.

4. Constructing the quality evaluation system of innovation and Entrepreneurship Education

We should establish a "student-centered" curriculum ideological and political education quality evaluation system, take the gains and losses of curriculum ideological and political education as the main evaluation standard, set evaluation standards from the aspects of evaluation subject, evaluation principle, evaluation dimension and application of evaluation, pay attention to highlighting qualitative evaluation, overcome short-term effects and the idea of eager for quick success and instant benefit, so as to promote construction through evaluation. The purpose of promoting reform through evaluation.

(5) Conclusion

To sum up, by excavating the ideological and political elements of the innovation and entrepreneurship education curriculum, change the teaching concept of the teaching team and bring the curriculum ideological and political into the whole process of innovation and entrepreneurship education. At present, the university has taken strengthening the cultivation of innovative and entrepreneurial talents as the key to serving the national strategic needs. By guiding teachers to change their educational ideas, clarify the goal orientation of "curriculum ideological politics" in Entrepreneurship and innovation education, create a "golden course" integrating curriculum ideological politics and innovation and entrepreneurship education, build a quality evaluation system of innovation and entrepreneurship education, and deeply integrate curriculum ideological politics and innovation and entrepreneurship education. Strive to build morality and cultivate people through moral education, improve the innovation and entrepreneurship level and ability of vocational college students, and guide the development direction of innovation and entrepreneurship education.

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Research On College English Flipped Classroom Teaching in Information Environment

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Abstract: The sustainable development of modern information science and technology can not only deeply affect and change the basic thinking activity participation mode and learning behavior implementation mode of Chinese people, but also realize the significant change of the organization and implementation mode of traditional teaching activities. Under the background of the development of information technology, the application of flipped classroom teaching mode in Colleges and universities will help to fully support and meet the teaching needs of English subject knowledge put forward by teachers and students in Colleges and universities. Under the background of the application of flipped curriculum teaching mode, English teachers in Colleges and universities should fully respect the dominant position of students, do a good job in personalized training for students, and achieve the ideological goal of quality education. This paper will focus on the flipped classroom teaching of College English in the information environment.

Key words: Information Environment; Colleges And Universities; English Subject; Flipping Classroom Teaching; Research Analysis

1. BASIC CHARACTERISTICS OF FLIPPED CLASSROOM TEACHING MODE

The proper introduction and application of modern information science and technology can add power and blood to the flipped classroom teaching mode. By using the flipped classroom teaching mode in the process of English Teaching in Colleges and universities, it can effectively mobilize and enhance the subjective enthusiasm and enthusiasm of college students to participate in learning activities, improve the pertinence and effectiveness of English teaching activities in Colleges and universities. In the specific application process of flipped classroom teaching mode, it can support college students to change the passive learning mode into active learning mode, realize the effective control of the specific participation process of learning activities, and finally obtain high-quality and good learning results.

(1) The identity roles of teachers and students have changed significantly

In the traditional development stage of English teaching activities in Colleges and universities, the vast majority of teachers tend to choose to use the indoctrination teaching mode with their own dominant or controlling position, which objectively leads to the passive listening state of college students in the process of participating in the

classroom teaching activities of English subject knowledge. Indirectly, it leads to the relatively low subjective enthusiasm of college students to participate in the learning activities of English subject knowledge content.

The introduction and application of the flipped classroom teaching model in the teaching activities of English subject knowledge content in Colleges and universities can significantly change the identity and role orientation between English teachers in Colleges and universities and students in Colleges and universities, and ensure that English teachers in Colleges and universities can personally enter students, strengthen the interaction and communication with college students, and support the continuous improvement of the learning effect of English subject knowledge content of College Students under the condition of providing sufficient help and encouragement to students.

In addition, in the specific application of the flipped classroom teaching mode, English teachers in Colleges and universities can select appropriate teaching resources to carry out the video recording and production activities of teaching video clips with reference to the actual situation of college students and the specific learning needs of college students. Then fully mobilize and stimulate the enthusiasm and initiative of college students to participate in English subject knowledge learning activities, improve the autonomous learning ability of college students, and create a high-quality and good learning environment for college students.

(2) The selection and application of teaching resources are flexible

Restricted by the long-standing influence of traditional teaching ideas, the vast majority of English teachers in Colleges and universities in China carry out knowledge transfer for students based on English teaching materials. Then, there are not only obvious limitations in the composition of teaching knowledge, but also can not effectively enrich and expand the cognitive vision of English knowledge elements of college students. In addition, under the application of the traditional teaching mode, students will inevitably have the problem of omission or deviation in the process of recording the knowledge content taught by teachers.

In the specific application of the flipped classroom teaching mode, college students can repeatedly carry out suspension and playback operations according to the specific details involved in the teaching process of knowledge content through micro class video teaching

resources, Then, it can not only support college students to understand and master all kinds of knowledge elements contained in English discipline more fully and deeply, but also provide college students with a more sufficient number of free learning activities and participation time, but also support college students in a relaxed and pleasant learning activity atmosphere, Continue to maintain the subjective desire and interest to explore new knowledge. In addition, the introduction and application of flipped classroom teaching mode can also ensure that college students can effectively break through the influence restrictions of temporal and spatial factors in the process of participating in English subject knowledge content learning activities, ensure that students can freely choose learning time and learning place, and then obtain and realize the personalized learning activity participation goal.

(3) Change the evaluation method of teaching effect

Under the background of the application of the traditional teaching mode of English in Colleges and universities, English teachers in Colleges and universities mainly evaluate the learning effect of students by arranging course homework, organizing and implementing mid-term and final examinations. However, this evaluation method not only has the problem that the accuracy of evaluation results cannot be guaranteed, It will also lead to students' passive acceptance at the psychological level.

In the specific application of the flipped classroom teaching model, under the condition of fully mobilizing and stimulating the autonomy and enthusiasm of college students to participate in the learning activities of English subject knowledge content, the self-test card can be used as a tool to accurately and effectively promote and complete the evaluation link for learning effect. In fact, under the background of the application of flipped classroom teaching mode, there are various ways for English teachers in Colleges and universities to carry out teaching effect evaluation, and the actual evaluation results help to promote college students to continuously improve their basic learning interest and learning efficiency.

2 SPECIFIC STRATEGIES OF ENGLISH SUBJECT FLIPPING CLASSROOM TEACHING IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF INFORMATIZATION

First, in order to obtain the best effect of flipped classroom teaching activities in English subjects in Colleges and Universities under the background of informatization, teachers of English subjects in Colleges and universities should be guided and promoted to have a comprehensive, systematic and in-depth understanding of the basic connotation and application points of flipped classroom teaching mode, and then be able to participate in daily teaching activities, Standardized and appropriate use of flipped classroom teaching mode to support good results. Second, in order to obtain the best effect of English subject reversal classroom teaching activities in Colleges and Universities under the background of informatization, we should guide and promote English subject teachers in Colleges and universities, pay full attention to the

development background of modern information science and technology, and the influence that can be exerted on the specific promotion process of English subject reversal classroom teaching activities, Then, it can actively take advantage of the combined application of Internet information technology and various other information technologies to comprehensively, comprehensively and fully collect and sort out the elements of English teaching content with diversified sources, and then provide support conditions for the continuous expansion of the cognitive vision of English knowledge of college students.

Third, if we want to obtain the best effect of English subject flipping classroom teaching activities in Colleges and Universities under the background of informatization, we should guide and promote the teachers of English subjects in Colleges and universities, and be able to refer to the learning and mastery level of English subject knowledge content combined with the actual situation of college students, As well as the specific learning needs of English subject knowledge content put forward by college students, select appropriate knowledge content elements to carry out the recording and online publishing and sharing of micro class video teaching short films, so as to give full play to the best application effect of flipped classroom teaching mode.

3.CONCLUSION

By comprehensively combing the existing research results, we can know that with the rapid, stable and continuous organizational promotion of the latest round of curriculum reform, and based on the development of information technology, we can promote the English subject reversal classroom teaching activities for college students, which can serve as teachers of English subjects in Colleges and Universities, And college students provide service support based on the process of English subject knowledge content learning activities, help construct and improve the autonomous learning ability of college students, ensure the overall quality of English subject teaching activities in Colleges and universities, and achieve significant improvement.

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Research On the Construction and Application of The Training Mode of Students' Application Ability and The Teaching Objectives of Track and Field Course In Physical Education Major

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Abstract Through the methods of literature, experiment and mathematical statistics, this paper constructs a "Trinity" innovative teaching mode in the teaching of track and field course of physical education major, which cooperates with the cultivation of students' comprehensive application ability and integrates into the classroom teaching objectives. The research shows that this teaching mode can effectively stimulate students' enthusiasm and initiative, and activate their learning state, To improve the students' technical level and theoretical learning effect of track and field has a positive role in promoting the realization of the teaching and training objectives of track and field course.

Key words Physical education; Track and field courses; Training mode; Teaching objectives; Application ability

1 PREFACE

From the perspective of teaching guiding ideology, the traditional track and field teaching ideology focuses on mastering technology and improving sports performance. In the teaching process, it focuses on the process of teachers' teaching and ignores the learning process of students. It emphasizes the uniformity of the teaching process and ignores the students' personality requirements, ability training and intelligence development. The teaching method is still "injection" passive teaching, teaching methods and means are monotonous, teaching effect is not ideal, academic performance evaluation focuses on theory, technology and standard assessment, ignoring or no comprehensive quality and ability assessment. This kind of assessment method can not meet the needs of modern society for the quality of talents, but also is bound to affect the improvement of track and field teaching quality.

According to modern teaching theory, students are the main body of teaching. Training qualified PE teachers should be an important goal of PE major. Comprehensive quality and ability should be the most important content of teacher training, and is the inevitable demand of track and field teaching and training for primary and secondary school physical education teachers and coaches. Therefore, it is urgent to explore the teaching and training mode of track and field quality education, actively innovate the scientific teaching methods corresponding to quality education, pay attention to the process examination, and scientifically construct the teaching evaluation index system under the concept of quality education.

It is planned to adjust the training objectives under the concept of quality education of track and field course as the guidance, focus on the teaching evaluation index system of process examination as the breakthrough point, actively innovate the scientific teaching methods corresponding to quality education, explore the innovative teaching and training mode of quality education of track and field course, stimulate students' participation in learning, and comprehensively improve students' teaching, training, teaching quality In order to further improve the students' theoretical knowledge and sports skills, and improve the teaching quality of track and field course, the guidance of fitness means and methods, competition organization and referee practice, etc.

2 RESEARCH OBJECTS AND METHODS

2.1 Research objects

Forty students of grade 2018 majoring in physical education of Linyi University were randomly divided into experimental group and control group, with 20 students in each group. Before the experiment, all the students in the experimental group and the control group were tested for their cultural foundation (referring to the students' cultural achievements in two academic years); Physical Education Foundation (refer to students' two-year college sports results) test. T test was performed by statistical method, The results show that $P > 0.05$, There is no significant difference between the experimental group and the control group in basic quality, which meets the basic requirements of the experiment and is comparable.

2.2 Research method

2.2.1 Literature method

Access to relevant literature, learn from the research results of literature.

2.2.2 Experimental method

The control group used traditional teaching methods. In the experimental group, the teaching method of changing teaching into guidance, teaching in guidance, learning in teaching, testing in learning, teacher-student interaction, virtuous circle and mutual promotion is adopted.

2.2.3 Mathematical statistics

The measured data were analyzed by precise statistics.

3 RESULTS AND ANALYSIS

3.1 The construction and application of the training mode of application ability training collaborative track and field teaching objectives

3.1.1 Constructing the connotation of students' comprehensive application ability

Through track and field teaching, students can master the basic theory, basic knowledge and basic skills of the course, and expand their comprehensive application ability. The main contents include: track and field technical explanation ability, demonstration ability, explanation and demonstration ability, position and direction selection ability, queue, formation organization and mobilization ability, field equipment maintenance and safety protection ability, technical guidance and training ability, error movement observation and error correction ability, teaching method organization, fitness guidance and prescription ability, referee practice ability, etc.

3.1.2 Establishing the teaching and training mode of track and field course

The innovative teaching mode of "Trinity" is constructed, which includes the theoretical connotation of students' comprehensive application ability, the integration of ability practice into classroom teaching, and the combination of ability and social practice.

The teaching mode of cultivating students' ability of innovation and entrepreneurship is formed through the interaction between teachers and students.

3.1.3 Implementing the teaching and training mode of track and field course

Clear classroom teaching mode, reform teaching objectives. On the basis of making students systematically master the basic theory, basic knowledge and basic skills of the course, integrating students' comprehensive application ability and strengthening students' basic skills of track and field teaching.

3.1.3.1 Integration of comprehensive application ability into practical classroom teaching

Highlight the students' subjectivity teaching concept, pay attention to cultivate students' innovation consciousness and innovation ability.

Through the guidance of teachers, students' learning state can be activated.

Teaching design and Strategy: let students flow to participate in the teaching of the beginning part, the preparation part and the end part of the course, students

Table 1 Test results of experimental group and control group after experiment

	Target achievement results			Technical evaluation results		
	Experimental group	Control group	P	Experimental group	Control group	P
Long Jump	5.7±0.2	5.3±0.2	<0.05	88.6±6.2	79.1±8.2	<0.01
55 Meter Hurdle	9.1±0.8	9.6±0.4	<0.05	88.3±4.9	81.7±5.2	<0.05

Note: experimental group(n=20); control group(n=20)

The results show that: after the experiment, there is a significant difference between the experimental group and the control group in the evaluation of sports technology and the achievement of reaching the standard of sports technology, which indicates that the training mode of track and field course quality education is helpful to the understanding and mastery of technology, and has a significant effect.

3.3 Experimental group and control group theoretical test after the experiment

Table 2 Test results of experimental group and control group after experiment

Test content	Group	n	x	s	P
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manage students and improve the level of students' organization and management.

Organization design 1 : Student teaching plan-Pre class guidance and tips-student management practice-teacher comments-classroom testing and assessment; In the stage of mastering technology, the students correct and guide each other in group practice; In line with the principle of combining work and rest, practice interval group discussion.

Organization design 2 : Teacher's Proposition-student's discussion-teacher's question answering-in class examination. In the stage of technology consolidation and improvement, students should take turns to be teachers' teaching assistants and participate in teaching management; Let students take turns to participate in the judging practice of teaching progress project.

Organization design 3 : Teachers guide teaching-students' practice and training-classroom testing and assessment.

3.1.3.2 Integration of comprehensive application ability and social practice

Fully integrate the teaching practice resources of social party and government, enterprise, school extracurricular sports activities, require students to participate in various types of track and field technology teaching, training, fitness guidance, theoretical guidance, teaching discussion, track and field games, track and field fun games referee practice activities, enrich the teaching connotation. Students can communicate, guide and answer questions in various forms through the course website, Wechat and QQ to further improve the quality of teaching.

Organization design: teachers guide teaching, proposition - students participate in social practice, training - feedback testing and assessment.

3.2 After the experiment, the evaluation of sports technique and the examination of the achievement of reaching the standard of sports technique level were conducted in the experimental group and the control group

Athletics	Experimental group	20	73.5	10.5	<0.05
	Control group	20	67.2	6.0	

The results show that: after the experiment, there is a significant difference between the experimental group and the control group, which shows that the training mode of track and field course quality education not only helps students to understand and master technology, but also highlights the acquisition, digestion and application of theoretical knowledge, so as to achieve the purpose of improving the quality of teaching.

3.4 Test of comprehensive quality and ability of experimental group and control group after

experiment

Table 3 Test results of experimental group and control group after experiment

Test content	Group	x	P
Comprehensive ability	Experimental group	86.19	<0.05
	Control group	80.27	

Note: experimental group(n=20); control group(n=20)

The results show that: after the experiment, the comprehensive quality ability of the experimental group is significantly different from that of the control group, which indicates that the teaching and training mode of track and field course quality education is conducive to activating the students' participation in learning, and comprehensively improving the students' guidance and error correction ability, the organization and adjustment ability of formation, the guidance ability of teaching, training and fitness means and methods, The maintenance ability of field equipment, referee practice ability, etc.

4 CONCLUSION AND SUGGESTION

It is a systematic project to carry out the training mode of students' application ability training in coordination with the teaching objectives of track and field course of physical education major. The application ability, teaching objectives, teaching mode, teaching content, teaching methods and teaching evaluation are relatively independent and interrelated. A complete and scientific

course teaching system should be based on the quality of personnel training, starting from the teaching objectives, taking the teaching evaluation as the lever, constantly enrich and improve the teaching content, enrich and update the teaching mode, and adopt advanced teaching methods, so as to realize the diversified teaching objectives of track and field course teaching.

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How to Recognize the Prominent Position of Gershwin's Music Creation Characteristics In The History Of Western Music In The 20th Century Through The Specific Analysis of "an American in Paris"

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Abstract: This in-depth and detailed analysis of George Gershwin's Symphony poem *An American in Paris* presents many creative features and advantages of this work. The birth of jazz has its specific music social and cultural background. As a distinctive folk music style in the United States, its mode and scale are formed by the distinctive interval relationship. Through the interpretation and analysis of *An American in Paris*, which is characterized by its jazz music style, this paper enables music researchers and learners to fully understand Gershwin's novel conception and innovative music creation techniques, and thus gain an insight into his extraordinary music taste.

Keywords: George Gershwin; social and cultural background of music; jazz; *An American in Paris*; mode and scale.

INTRODUCTION

An American in Paris is another important symphony poem created by George Gershwin after his important work *Rhapsody in Blue*. The success of this work lies in that it is the most mature "symphonic jazz" work created by the composer. In this work, elements such as jazz harmony, jazz Blues scales, Ragtime rhythm and Clave rhythm are properly applied. Gershwin's outstanding musical melody talent and extraordinary musical innovation ability are fully displayed through this symphony poem, a music form suitable for expressing romance, freedom and wild emotions. This "symphonic jazz" work integrates new jazz factors and traditional techniques of serious music with the originality of its genre and theme. As a kind of folk music, jazz has entered the palace of the concert and become a musical cultural symbol in that particular historical period(Abarbanel, 2017).

By reviewing the growth process and background of George Gershwin, this paper analyzes the music of his symphonic jazz work *An American in Paris*, summarizes the creation characteristics of this excellent work from the perspective of creative conception, creative skills, the creation strategy and music aesthetics, and explains the reasons why it can be highly recognized and widely praised.

1. A BRIEF INTRODUCTION TO GERSHWIN:

GROWTH PROCESS AND SOCIAL MUSIC AND CULTURAL BACKGROUND OF THE ERA.

1.1 A brief introduction to the composer.

An American in Paris was created by George Gershwin in 1928.

George Gershwin(1898--1937, died at the age of 39), is a great American national musician, composer, and pianist(Kyle, 1997). Born in a Jewish family in Brooklyn, New York, USA, he grew up as one of the important representatives of American nationalist music. His life-long creation can be divided into two important artistic forms(Grout, 1996):

1.1.1 "Popular music" written for Broadway stage, with representative works including *Swanee* and *La La Lucille*, etc.

1.1.2 "Serious Music Works" created in popular music language, whose representative works include String Quartet *Lullaby*(1919), one-act jazz opera *Blue Monday*(1922), *Rhapsody in Blue*(1924), *Of Thee I Sing*(1931), *An American in Paris*(1928), etc.

He had created music for four films, and had composed more than 30 musicals all his life, among which *Of Thee I Sing* won the "Pulitzer" music award in the United States(Joseph, 1979).

1.2 The composer's growth process.

Born to a poor family, George Gershwin did not learn music formally but only learned the piano, harmonics and other basic courses intermittently from several teachers. For example, Charles Hambitzer was his piano teacher when he was 13 years old, and Edward Kilenyi and Goldmark were teachers of harmonics and basic music theory at the same stage(Hans Peter, 1999).

He began to be a full-time composer for film episodes at the age of 16. At that time, he worked for a company called "Remick", which specialized in the production of music films(Warren,1988).Since then, he began to create music, and after two years, he started producing amazing and praised works.

The living environment of Gershwin's childhood and adolescence gave him enough jazz edification. Thus, in his later music creation, he tried hard to explore a creative technique that could organically integrate jazz into serious music, so as to bring jazz into Carnegie Hall and help it be accepted by mainstream music(Hans Peter, 1999).

1.3 Social music and cultural background of Gershwin's era.

Nationalism, also known as national music genre, is a music genre formed by composers adopting folk melody and rhythm, and choosing national history or realistic events as themes (Yaohua, 2017).

Nationalist music in the United States and Latin American countries was created by some composers at the beginning of the 20th century (Zilin, 2019). Among many nationalist music composers, the innovation of Gershwin's integrating pop jazz into serious music made it possible for the United States to have its own music. His classic masterpiece can be called the "declaration of independence" of American music, which has epoch-making significance.

2. TWO IMPORTANT FACTORS IN THE BIRTH OF JAZZ: RAGTIME AND BLUES.

Ragtime music is developed from the musical language of marches and folk dances in serious music. Its rhythm is characterized by split rhythm and compound rhythm, two or four meters. This rhythmic feature is widely used in jazz (Hover, 1956).

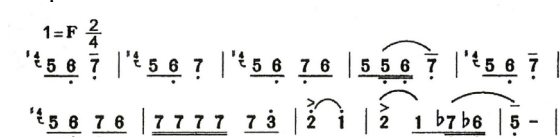
Blues music is named for using the Blues scale. Blues refers to a hue that can cause grievance or melancholy (Irene, 1983).

Ragtime music is the rhythm material of jazz, while Blues is the basis of scale, harmony and mode selection of jazz (Hover, 1956). In this work, the characteristics of Ragtime music and blues are fully reflected.

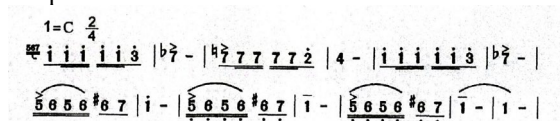
3. RESEARCH ON THE MUSIC OF AN AMERICAN IN PARIS.

3.1 The overall conception of the work.

Graph 1



Graph 2



Graph 3



The work is composed of five themes of different music styles cleverly connected through a unified musical thinking, which shows not only integrity, but also novelty and change, and it has unique charm because of its unique conception.

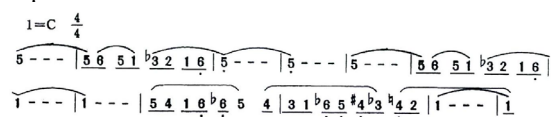
The first three themes are called "strolling themes", as shown in the following graphs:

These three music themes are performed by the oboe and string instruments, the clarinet, brass instruments as the main instruments. The music depicts what the American saw and heard as he strolled along the streets of Paris in a sunny morning: the noise of chariots and horses, the sound of pop music, the elegance of French architecture and the beauty of pretty girls. All this exoticism brought him joyful sensual enjoyment and infinite nostalgia.

The fourth and fifth themes are called 'homesickness' (see graphs 4 and 5).

These two musical themes are played by the muted trumpet and orchestra, and mainly the orchestra respectively, showing the American's nostalgia of his motherland and of the good old days.

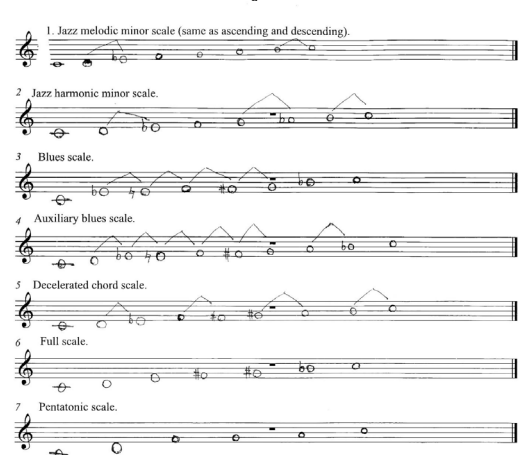
Graph 4



Graph 5



3.2 The scale and melody characteristics of the work.



According to the summary of many music scholars, jazz has seven special scales, which are shown in the following scale diagrams(Shi Hui, 2013):

As can be seen from the above scale chart: “bIII and bVII” can form a jazz style characteristic pitch interval, and the big jump of melody is also one of the characteristics of jazz melody. These features of scale and melody are obvious throughout the five musical themes of the work.

3.3 Harmony characteristics of the work.

3.3.1. Its key positions follow the conventional functional relationship of traditional harmony.

This conventional functional relationship is the cyclic relationship of T-S-D. For example, the tonality of F major is clarified by the D-T of the bass vocal part in the sixth graph of the Double Piano transcription, which consolidates the dominant position of the main chord.

Graph 6



3.3.2 Extended chords are widely used.

In this work, the expansion form of 7th chord: 9th, 11th and 13th chords, known as “extended chords”, are widely used. The full use of their variations “#9th, b9th, #11th, b13th”, achieved specific audio effects (Shihui, 2013).

3.3.3. Full use of jazz chords.

Harmony is the source of scale and the basis of melody(Da min, 1997). In Blues harmony, because of the characteristic nature of the flat three and flat seven, the “bD, bA” tone of the bB-bD-F-bA chord in bB major used in theme 4 (homesickness theme) fully demonstrates the “Blues feature” of this chord. Therefore, the homesickness is expressed completely.

See Graph 8:



3.4 The mode layout of the work.

1-109 bars	F major - d minor - F major
110-137 bars	bB major
138-146 bars	bD major

147-153 bars	C major - G major - C major
154-167 bars	bB major - g minor - bB major
168-187 bars	D major - b minor - D major
188-226 bars	bE major - c minor- bE major

It can be seen from the above table of analysis:

The mode layout of this work adopts the combination of modulation of major and minor in the near-relative and far-relative modes, which achieves circuitous and novel acoustic effects.

3.5 The musical form structure features of the work.

The overall conception of the work can be divided into two major music parts and a postlude. The specific structure is shown below.

Music Part One (1-380 bars)	Section one(1-119 bars)/single	Opening (1-23) bars Theme one: strolling	a (1-10 bars) Short transition(11 bar) a1 (12-23 bars)	
		Connection (24-27 bars)		
		Augmentation (28-70 bars) Car music	b (28-39 bars) b1 (40-47 bars) b2 (48-55 bars) b3 (56-63 bars) C (64-70 bars)	
		Connection(71-78 bars)		
		Recapitulation (79-88 bars)	a2 (Recapitulation of the first theme)	
	Section two (120-244 bars)	Connection (89-119 bars)Insert sister theme music		
		Second strolling theme and variation One period form: Repeated phrase	d (120-137 bars) d1 (138-153 bars) d2 (154-167 bars)	
		Connection (168-243 bars) adopting the material in the first and second themes		
		Section three(245-380 bars)	Third theme of strolling variation One period form: Single phrase	e (244-252 bars) e1 (253-275 bars) e2 (267-284 bars) e3 (285-299 bars) e4 (300-308 bars)

Connection between periods (309-380 bars)		(309-330 bars) Variation material of the first and second themes (331-338 bars) Variation material of the third theme (339-380 bars) Variation and new material of the first and second themes
Music Part Two(381-576 bars)	Section one(381-466 bars) One period form: Single phrase The fourth theme (homesickness theme, i.e. Blues theme)	f (381-398 bars) f1 (399-415 bars) f2 (416-452 bars) f3 (453-466 bars)
	Connection (467-496 bars)	
	Section two (497-576 bars) Binary form Variations of Charleston theme and Blues style homesickness theme	g (497-532 bars) g1 (533-548 bars) f4 (549-576 bars)
Postlude (577-664 bars) Integrated use of materials in the three themes mentioned above		(577-631 bars) First theme with variation (632-647 bars) Third theme with variation (648-664 bars) Fourth theme (Blues)with variation

3.6 Noise in the work - Adding New Music Elements.

Noise music is music made up of noise with irregular vibrations and unfixed pitch (Zilin, 2019).

Gershwin used 'car music' after the first strolling theme of the work as 'noise music'. In order to vividly present the scene of the bustle on the streets of Paris, the composer brought back four taxi horns from Paris and placed them

at the stage of the concert hall to ensure the music connotation be expressed by 'simulation'. This fully reflects the addition of new music elements in this work (Shi Hui, 2013).

3.7 Orchestration features of the work.

The orchestra of this work is shown in graph 9.

The image displays a page from a musical score titled "An American in Paris" by George Gershwin. The tempo is marked "Allegretto grazioso". The score is arranged for a large orchestra, with staves for various instruments listed on the left. The instruments include: 1st & 2nd Flute, 3rd Flute or Piccolo, 1st & 2nd Oboe, English Horn, 1st Clarinet in Bb, 2nd Clarinet in Bb, Bass Clarinet, Bassoon, Bassoons, 1st & 2nd Horns in F, 3rd & 4th, 1st & 2nd Trumpets in Bb, 3rd, 1st & 2nd Trombones, 3rd Trombone & Tuba, Timpani, Side Drum, Cymbal, Bass Drum, Triangle, Bells, Xylophone, Alto Saxophone, Tenor Saxophone, Baritone Saxophone, Celeste, 1st Violin, 2nd Violin, Viola, Cello, and Bass. The score shows musical notation for each instrument, with some parts marked "p" (piano) and "f" (forte). At the bottom, there is a copyright notice: "Copyright © 1999 by New World Music Corp., N.Y. Copyrighted in South America by New World Music Corp. All Rights Reserved. Reproduced by permission of New World Music Corp. in Republica Argentina for Harry Kantor, Buenos Aires. Printed and Published by New World Music Corp., in Republica Argentina for Harry Kantor, Buenos Aires. ALL RIGHTS RESERVED INCLUDING PUBLIC PERFORMANCE FOR PROFIT."

In this three tubes (Yunkang, 2019) prepared orchestra work, the number of musical instruments used is 27. Among them, all the commonly used jazz instruments such as saxophone, drum, trombone, trumpet and clarinet, have appeared. This fully reflects the characteristics of jazz orchestration.

CONCLUSION

To sum up, Gershwin's "Jazz Symphony" contributed an excellent work for the music world with its novel idea, delicate layout, and scene design. It is still considered a masterpiece and great example of innovative music almost a century later.

This work, together with George Gershwin's many other music works, is widely disseminated and highly praised and recognized worldwide. Its innovative technique of clever integration of popular jazz elements and serious music has created a new form of music for the music world. Since then, 'Symphony Jazz' has been used independently as a specific musical genre (Bowen, 2009). Its innovation has become a culture and symbol of a particular music history period, and its innovative spirit is worthy of respect and study by every music learner.

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On the Key Elements of Strengthening the Management of Documents and Archives in Government Departments

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Summary: In our government work management, we attach great importance to the management of documents and archives. However, there are still problems to be solved in the actual work. The staff engaged in the management of documents and archives need to take measures to solve the problems, so as to ensure the smooth development of the management of documents and archives and improve the work quality and efficiency of relevant government departments. This paper mainly analyzes and discusses the problems and solutions in the document and archives management of government departments, so as to improve the efficiency of government work.

key word: Government Sector; Document Archives; Management; Strategy

1. PROBLEMS IN THE MANAGEMENT OF DOCUMENTS AND ARCHIVES BY GOVERNMENT DEPARTMENTS

The management of documents and archives is mainly the sorting, summary and preservation of different types of internal work by relevant departments. In the management of documents and archives in government departments, the relevant authorities mainly record the management work of different government departments in the form of written records, including sorting out the work situation, basic information, work progress and other information of staff, and archive and save the sorted data to ensure that relevant personnel can read and view them in time when necessary. Then it is used to guide the daily work and ensure the coordination and efficient promotion of various work by government departments.

1.1 imperfect document and archives management mechanism

At present, the government departments have not formed a perfect management system and regulatory requirements for the management of documents and archives. In the process of filing and sorting out documents and materials, the staff have no formal work process and system for work restriction and guidance, resulting in the lack of rigor in the management of archives and the arbitrary preservation of data and archives. The lack of uniformity and integrity of the normative regulations on the management of documents and archives eventually leads to the failure to promote the daily management work according to the requirements, the failure of timely sorting and archiving of relevant information, or the incomplete archived data, etc. these problems will affect the quality and effect of the final management of documents and archives. In addition,

the imperfect management mechanism can not guarantee the integrity and comprehensiveness of document archives, and ultimately can not provide useful archives information for government departments to refer to, and can not carry out relevant work efficiently.

1.2 there is no special department to manage document files

At present, although government departments attach importance to the management of documents and archives, it does not show this degree of attention in the actual working attitude, and there is no special archives room for archives retention, which also means that the management of documents and archives is lack of professionalism and can not effectively promote the relevant work. In addition, government departments do not have a special department to deal with the document and archives work. The document and archives work is mainly managed and responsible by different departments, and other employees of the department carry out the archives keeping work part-time, which is not conducive to the exchange of information between departments, resulting in the lack of organization of the document and archives management, which hinders the work of government organs.

1.3 there is no scientific filing method

In the process of managing documents and archives, the lack of management system and regulations leads to the lack of scientificity in the filing method of final documents and materials, and the documents and materials are not sorted out according to the requirements. There are many types of archives, such as pictures, images, sounds, text materials and so on. Different types of archives have different corresponding filing methods. If the staff deal with relevant archives according to their subjective wishes, it is easy to lead to the failure to find the archives in time and quickly in the subsequent use of archives, which will affect the work efficiency of government departments. In addition, if the type of archives is not marked, it is also easy to miss archives, which will eventually have a negative impact on the quality of archives management.

2. ANALYSIS ON THE STRATEGY OF GOVERNMENT DEPARTMENTS TO STRENGTHEN THE MANAGEMENT OF DOCUMENTS AND ARCHIVES

2.1 strengthen the emphasis on the management of documents and archives, and form a standardized management awareness

In the process of carrying out the management of documents and archives, the management personnel of

government departments should first pay attention to relevant work, strengthen the management of publicity documents and archives in their daily work, adopt diversified management and publicity means, promote the department leaders and staff to understand the laws and regulations, correctly understand the management of documents and archives, and strengthen the leadership's support for relevant work. Timely report the current situation of document and archives management to leaders, equip hardware management facilities, develop document and archives management in the direction of informatization and scientization, standardize document and archives management, and improve the work level and service quality of document and archives management.

2.2 improve the mechanism of managing documents and archives

In order to improve the quality and efficiency of document and archives management, relevant government departments should also strengthen, improve and improve the management mechanism, standardize the actual document and archives management, formulate unified and complete management guidelines and systems, strengthen the guidance of the actual document and archives management, and ensure the orderly development of document and archives management. In the process of improving and improving the management of documents and archives, government departments also need to carry out specific system analysis and research according to the actual work situation and work characteristics, ensure that all links of the management of documents and archives are innovated and reformed, and ensure that the perfect management mechanism meets the actual work needs of government departments, so as to improve the quality and efficiency of the management of documents and archives.

2.3 strengthen cooperation and exchanges between different government departments

The documents and archives of government departments come from different departments for summary, preservation and management. However, in the actual process of managing documents and archives, different departments still need to strengthen information communication and exchange, so as to improve the structure of management documents and archives and improve management quality and efficiency. Staff engaged in the management of documents and archives should fully understand the work contents of different departments, strengthen communication and information sharing with different departments, obtain all kinds of information in time, and think about how to effectively carry out the management of documents and archives according to the actual work situation, so as to give full

play to the value of documents and archives in providing services to government work. In the process of managing documents and archives, different departments coordinate to ensure that the channels for collecting documents and archives information are more unblocked. In the process of collecting information, relevant personnel need to comprehensively analyze the development history, development status and future development plan of government departments, so as to ensure that reliable information is extracted for actual management. Ensure that document archives play their role and value, and assist government departments in planning and decision-making.

2.3 improve the comprehensive quality of document and archives management staff

In the process of managing documents and archives, in order to improve the management level and quality, government departments should also strengthen the professional training and education of managers, adopt institutionalized management methods to improve the comprehensive quality of managers. In carrying out professional training activities, managers should learn and master professional knowledge and skills, and improve their professional quality and moral quality. Then it will play a role in the actual document and archives management and improve the work efficiency and level.

3. CONCLUSION

In short, in practical work, government departments should pay attention to the basic document and archives management, correctly understand the value of document and archives and its importance to the development of government departments, scientifically analyze the problems in the management of document and archives, solve the problems targeted, improve the management mechanism, strengthen the cooperation and exchange between different departments, and improve the comprehensive quality of managers. Ensure the effective management of documents and archives, improve the scientificity, standardization and feasibility of management, and promote the stable development of government departments.

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Research on the Sharing Mechanism of High-Quality English Education Resources Under the Influence of Epidemic Situationabstract

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Abstract: **Objectives:** To research on the influence of COVID-19 epidemic situation on the sharing mechanism of high-quality English education resources. **Methods:** 220 freshmen of English major who entered a university in September 2019 were divided into two groups, A and B, 110 in each group. The courses selected for the experiment are autonomous learning courses twice a week. In group A, students listen to the recording and watch the video. Group B applied instant messaging system and English resource sharing system, and teachers organized free communication and learning. Two groups of students were tested for their English written test and listening scores, and their interest in English learning was investigated. After a semester's study, the differences between the two groups in English achievement and interest are compared. **Results:** At the time of admission, the average English written test score of Group A was 63.29 ± 9.87 ; Group B was 63.26 ± 10.03 ; Group A was 81.79 ± 9.22 at the end of the period; Group B was 89.93 ± 7.58 points. At the time of enrollment, the average English reading score of Group A was 27.15 ± 4.11 points; Group B was 27.02 ± 4.09 points. At the end of the period, Group A was 33.11 ± 5.24 points; Group B was 36.45 ± 3.15 points. The final exam scores of both groups were better than those at the time of admission, but the reading scores and written test scores of group B students were better than those of group A ($P < 0.05$). The score of interest in English learning was 8.18 ± 0.81 in group A, which was lower than 9.02 ± 0.75 in group B. **Conclusions:** Under novel coronavirus pneumonia, the application of English quality resource sharing platform in teaching will help to increase students' language use opportunities and enhance their interest in learning. The system can make every student get the same opportunity of learning and communication. It is an effective means of College English teaching and can greatly improve the teaching effect.

KEYWORDS: Sharing Platform; Online Education; Effect Evaluation; Epidemic Impact

1 INTRODUCTION

New media is a form of communication and media that provides information to users through Internet, wireless communication network, wired network and other channels by using modern and advanced digital technology, network technology and mobile technology. In the tide of rapid development of digital, network and communication technology, new media such as website, network forum, etc. are emerging constantly, and they are merging with traditional media such as newspapers and

magazines. Media convergence can not only make the information of different forms (sound, image, picture, text, etc.) spread on one platform, but also make the same information transmission channel diversified [1-2]. That is to say, the cross platform communication should be applied in the teaching process.

The highly integrated new media, characterized by interactivity, immediacy, openness and portability, is characterized by the diversification of communication subjects, the diversification of communication contents and forms, the initiative of communication behavior, and the efficiency of communication speed [3]. English learners can use the new media to access a large number of vivid and authentic language learning resources with both pictures and texts, sound and image, so as to provide more and more convenient ways for the sharing of College English education resources, make up for the lack of teaching resources, overcome the single and unidirectional defects of information acquisition channels in the learning process, and provide students with a good visual and auditory interactive language environment, for the development of students' creative thinking to create a good language communication environment [4-5].

2 THE ARCHITECTURE OF CLOUD SHARING SYSTEM

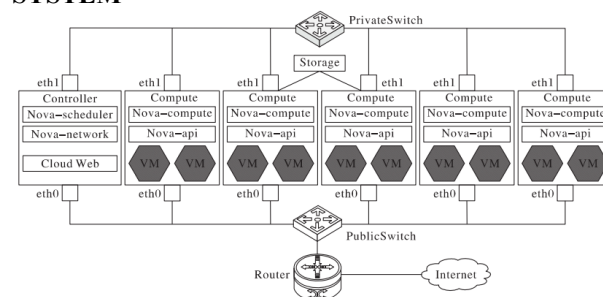


FIGURE 1. System architecture and construction of cloud platform

Specifically, the cloud platform can be divided into foreground and background for design and development, each module function division is shown in Figure 1. The foreground is mainly divided into three layers: infrastructure layer, application service layer and access control layer: infrastructure layer provides the necessary device level support for the normal operation of cloud platform; The application service layer is mainly based on the Keystone, Nova, Glance and Swift components of OpenStack. Realize the corresponding application to tenant, cloud host and so on; The access control layer is mainly used for registration, login and security authentication of users with different identities. The

background is mainly responsible for the operation management and control of the whole platform, realizes the unified management of the server, and abstracts the storage, network and other hardware devices into the resource pool for centralized management; Provide user tenant management, authority control, balance query, order statistics, etc. Allocate, schedule and recycle resources as needed.

Cloud computing has the characteristics of easy sharing of resources and unified management and control, which can solve the problems in the aspects of platform, resource access, search, distribution and sharing. Better integrate all kinds of resources, avoid repeated construction, and improve resource utilization. Moreover, the solution of these questions can expand the scope of cooperative learning and can be easily extended to the cooperation and communication between classes and schools. The ease of application of cloud platform can realize the rapid deployment of cloud. During information technology, there is a need to use a variety of multimedia applications to deal with the problem of multi-media materials. For many students, data that has been processed may not be viewed or modified properly because of different versions of software and software products. And the software uninstalls, delete or upgrade is not often noxious things. Therefore, with deployed cloud platforms, you simply need to log in in the cloud (the software platform that separates applications from systems using virtualization technology), a convenience that eliminates these barriers. Avoid unnecessary losses in collaborative learning [6].

In the cloud computing platform, with the increasing number of virtual machines in the data center, the resource scheduling of virtual machine cluster has put forward a new challenge. In a large-scale virtual machine cluster, the number of virtual machines and the load of virtual machines will often change with the needs of users and applications. Static resource allocation will often lead to resource waste or lack of resources in virtual machines. But the artificial dynamic resource adjustment will have obvious lag, therefore the virtual machine needs to carry on the dynamic resource scheduling. When the number of virtual machines is small, and the average load is low, the virtual machines are migrated to fewer physical machines, and some of the physical machines are shut down. When the number of virtual machines is high, and the average load is high, start sparer physical machines and load balance. At the same time, because the application load in virtual machine will change with time, we should respond to the change of virtual machine load in time and allocate more abundant resources to the high load virtual machine, to meet the resource demand of virtual machine.

3 THE ALGORITHM

Cloud platform designed a new scheduling algorithm QAR. Its core idea is: first introduce the stochastic model and use the queue based on priority level. Reduce the probability of the lightweight service request being discarded and the amount of request backlog and improve the throughput of the system; Then considering the server load and resource request backlog, select the target host with the shortest response time and relatively small load

to allocate virtual resources. The scheduling strategy not only optimizes the service performance index, but also has better effect in server load balancing. The QAR algorithm is divided into two steps: the first step is to queue the service request which cannot be processed temporarily and select the appropriate task to operate. When the waiting queue is not full, that is, the total number of tasks waiting to be assigned is less than its allowable maximum, the rate of loss of requests per unit time is close to zero. To reduce the backlog and accumulation of heavy consumption tasks and avoid the increase of request loss rate when the waiting queue is full load; When waiting for the task to be assigned in a queue to reach its limit, consider that the task backlog in the queue is multiplied by the amount of resources it will consume (usually in proportion to the time it takes to complete the task). To select the task with the largest product, the task allocation efficiency is considered when waiting for the queue to become unsaturated. The total number of requests $L(t)$.

$L_m(t)$ is calculated by formula (1) as the number of requests for a m class task within a t time unit. $A_m(t)$ is the number of newly arrived requests and $H_m(t)$ is the number of completed requests. After that, we decide whether formula (2) is true or not, and then select the task that needs the largest amount of D_{Mapu} in the task to be assigned to operate. Otherwise, according to formula (3), select the task with the largest W_u value.

$$L(t) = \sum_{m=1}^M L_m(t) = \sum_{m=1}^M [L_m(t-1) + A_m(t) - H_m(t)] \quad (1)$$

$$\sum_{m=1}^M [L_m(t) + \sum_{i=1}^N B_{mi}(t-1)] \leq queueLength_{max} \quad (2)$$

$$W_u = D_{Mapu} T_u \quad (3)$$

Where $queueLength$ is the maximum waiting queue length, and $B_{mi}(t-1)$ is the backlog of m-class tasks to be assigned in $B_{mi}(t-1)$ time unit. W_u is the weight of the task to be assigned, D_{Mapu} is the amount of resources consumed by the task to be assigned, and T_u is the backlog of time units of the task to be assigned in the waiting sequence.

The second step is to select the most suitable server for task allocation, optimize resource allocation, to avoid the individual server overburdened, while other server resources idle imbalance. To achieve load balancing: by formula (4) and formula (5). Where C_{ik} is the total amount of server resource, $N_{mi}(t-1)$ is the m-class task of t-1 time unit backlog on server. D_{mk} is the amount of resource k consumed by class m task, and D_{nk} is the amount of resource k required by task n.

$$D_{nk} + \sum_{m=1}^M N_{mi}(t-1) D_{mk} \leq C_{ik} \quad (4)$$

$$\sum_{m=1} N_{mi}(t-1)D_{mk} \neq D_{nk} \quad (5)$$

4 | SHARING MECHANISM OF HIGH-QUALITY ENGLISH EDUCATION RESOURCES

Under the new media environment, College English teaching needs the transformation of teaching ideas and models, the reform of teaching methods and means, but more needs the construction of high-quality English teaching resources. Compared with the traditional media, the new media only provides users with a new form of information dissemination and media form. Only with various forms, rich content resources and convenient and quick access, can more and more media means and media combinations be used to show, otherwise, technology is useless.

Although there are abundant English resources on the Internet, they are disorganized. With the limitation of students' level and cognition, their ability to control information resources is poor, and autonomous learning may be aimless. At the same time, using new media for self-study is not completely self-study. When students use new media for self-study, they need to get systematic support from teachers, curriculum syllabus and other relevant materials. Based on the characteristics of College English, which involves the largest number of students, the longest curriculum cycle and the highest degree of concern, the university should support English teachers to explore the development ways of teaching resources, give full play to the advantages of campus network in providing resource sharing, information exchange and collaborative work for school teaching, scientific research, management and other education. Teachers are the main force of resource construction, and students are encouraged to participate. This paper focuses on two aspects: curriculum resource base and shared resource base. It is to build an open teaching resource base based on technology standard, classification standard, diversified form, rich content and convenient access, which will integrate and systematize disordered teaching resources scattered in all corners.

In order to make up for the disordered, good and bad English resources on the Internet, as well as the lack of consideration for students' learning characteristics and needs, improve students' ability to control resources and reduce the blindness of autonomous learning, the construction of shared resource base based on the campus network is not to collect free English education and teaching resources on the Internet, but to collect scattered, incomplete and disconnected resources. According to the learning rules of English and the students' different English levels, we will list the vocabulary, grammar, reading, writing, etc., systematically and completely integrate them, so that students can choose and study purposefully, and realize the integrated learning of listening, speaking, reading and writing in a complete sense. The construction of shared resource base based on campus network realizes the aggregation of high-quality

teaching resources, including text resource base, such as test question base (Level 4 and 6 real questions, simulation questions, final examination questions, etc.), level 4 and 6 vocabulary, grammar knowledge manual, single or comprehensive exercise questions, essays and reading materials, English special learning website and English learning community web site compilation (if you can make an English learning community) The navigation page of the website is better); audio resources such as band 4 and band 6 listening, listening textbooks, new concept listening, BBC, VOA, English songs and other audio materials; video resources such as famous original English films, English interview programs, English speech competitions and video materials traveling around the United States. Another important role of the construction of audio and video resources is to make the "multimedia language laboratory" established by many colleges and universities no longer become a high-end decoration. Digital teaching resources are the basic elements of the role of information technology in teaching. In order to improve the utilization rate of the resource pool, it is necessary to include a wide range of subjects, a strong sense of the times, and a vivid form, so that students can master the language expression methods through real language materials, consolidate and improve their language skills.

5 CONCLUSIONS

As a new form of communication, new media provides a more convenient, free and broad platform for the sharing of College English teaching resources. However, in the new media environment, the guarantee for College English teaching to make full use of various new media resources is the construction of various forms and rich content of high-quality education resources. Without the resources displayed by media means and media combination, new media technology will be useless, and the advantages of sharing resources will not be fully exerted.

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Exploration And Construction of Hybrid Teaching Mode of Autocad Course Based On General Network Teaching Platform

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Abstract: Based on the general network teaching platform and aiming at the shortcomings of the traditional teaching model such as short course cycle and concentrated schedule, the author explored and constructed the hybrid teaching model of AutoCAD course. The purpose is to better improve the teaching quality of AutoCAD, enhance students' interest in learning this software, improve students' software use level and ability to apply to practical projects.

Keywords: AutoCAD; Hybrid teaching mode; Universal network teaching platform

1. BACKGROUND OF HYBRID TEACHING MODE REFORM

The Internet has become an irreplaceable tool in people's life, and it is also an important way for college students to learn knowledge and obtain information. With the advent of "Internet +" era, hybrid teaching mode has become the mainstream mode of teaching in colleges and universities. "2" hybrid teaching mode is a combination of traditional offline teaching by teachers and modern online autonomous learning by students, and the new curriculum reform concept of student-centered and teacher-led is fully implemented. Teachers actively guide and inspire students, control and supervise the whole process of teaching; Students exert their subjective initiative to acquire new knowledge through independent study and participation in discussion. "3" AutoCAD is a compulsory course for art design major in our department, as well as a basic course for designing with computer. Under the background of our school's strong support for the implementation of hybrid teaching mode reform, as a young teacher, I tried to combine the general online teaching platform with offline classroom in the teaching process of AutoCAD for the first time, and constantly reflected and summarized in the process. [1] This paper explores the application method of hybrid teaching mode of AutoCAD course based on general network teaching platform, hoping to provide some reference value for the reform of teaching mode of AutoCAD course.

2. THE DEFICIENCY OF TRADITIONAL TEACHING MODE

2.1 SHORT COURSE CYCLE AND INTENSIVE COURSE ARRANGEMENT

In order to enable students to study more centrally and systematically, most art design courses in our department are completed in 2 to 3 weeks instead of 4 to 8 hours a week and 8 to 16 weeks in total. The problem is that the course cycle is shortened and the courses are arranged

intensively. But learning a course, especially one like software, requires a gradual adaptation process. After studying for four periods a day, students are already feeling a little tired in the fourth period. When I teach a class, I often hear students say, "Teacher, don't tell me anything new. I can't accept it anymore.", what's more, there are 8 class hours a day in the way of arranging lessons, stuffing type of teaching, resulting in a decrease in students' learning efficiency. [2]

2.2 COURSES ARE CLOSELY CONNECTED WITH EACH OTHER

Students majoring in art design not only need to master the software course "AutoCAD", but also need to learn multiple software courses such as Photoshop and 3D Max. As basic professional courses, software courses are often arranged at the beginning of the academic year. It's easy to confuse new students with these programs. For example, to draw a rectangle using a graphics tool in Photoshop, you need to hold down the left mouse button and drag it. But to draw a rectangle in AutoCAD, enter the shortcut key REC and press the left mouse button to specify the first corner point as prompted, then release the mouse to drag it. In the course of teaching, the author will consciously remind students to pay attention to the problems that are contrary to the operation of other software. [3] However, many students still fail to complete the operation due to the inertia of memory during the guidance tour.

2.3 STUDENTS ARE NOT GOOD AT ASKING QUESTIONS FACE TO FACE

Although the post-00s generation is more and more eager to express themselves and show their individuality, they are still not good at asking questions. A large part of the reason is that students have not mastered the most basic knowledge when they are ignorant at the beginning, but they are shy to ask questions that the teacher has already told them, so it is more difficult to ask new questions. There is not much spare time left for students, many courses need to complete homework, and in the short course cycle, there is really no time to think further.

2.4 THERE ARE MANY COURSES AND STUDENTS CAN MASTER THEM AT DIFFERENT SPEEDS

According to the curriculum standards, there are many knowledge points to be taught in AutoCAD. However, due to the limited class hours, in order not to delay the progress of the course, it is impossible to take into account the mastery level of all students in offline classes. In addition, the course "AutoCAD" attaches great importance to practice and hands-on skills, which requires a lot of

practice. However, due to time constraints, it is impossible to demonstrate all the exercises to students in a complete sequence in offline class. Some students are quick to understand and can complete the exercises on their own according to the key points, but some students are not able to do it. [4]

3. APPLICATION OF UNIVERSAL NETWORK TEACHING PLATFORM IN AUTOCAD COURSE

General network teaching platform is an important platform tool to support hybrid teaching mode. "4" It mainly includes teaching management, curriculum construction, learning analysis, curriculum preview, system help five modules. According to the new curriculum reform concept of student-centered and teacher-led, the general network teaching platform can broaden the classroom latitude and provide support and help for students to learn AutoCAD software course better. Through the combination of online platform and offline classroom, the three links of pre-class, in-class and after-class can be completed through independent learning, interactive learning and extended learning. Let students more intuitive, clear grasp of drawing methods and skills, improve students' enthusiasm for learning and cooperative exploration ability and the ability to solve problems independently.

3.1 BEFORE CLASS -- INDEPENDENT LEARNING

Before class with the help of the general network teaching platform to provide students with a good independent preview environment. The PPT, text, video and other materials of the new lesson will be released through the "Course Notice" module, and the preview homework will be released through the "Course Homework" module. Students are required to browse knowledge points in advance and try to practice, so as to cultivate students' independent learning ability. In the preview process, if you encounter problems, you can ask questions in the "Q&A discussion" module, and teachers and other students can answer them online, making the preview process more effective and reasonable. [5]

2.2 IN-CLASS -- INTERACTIVE LEARNING

Teachers carefully analyze students' preview assignments and questions with the help of the general network teaching platform. In the formal class, the teaching content can be roughly divided into three parts. The first part is simple questions, usually for the platform feedback students have a basic grasp of the content. In offline classes, simple problems are no longer explained in detail, and the impression of students is deepened by summarizing the important and difficult points and easy mistakes. The second part is the medium problem, usually for the platform feedback students operation accuracy of about 50 percent of the content. Since each student has different grasp and mistakes, they can discuss with each other in groups in offline classes and share their own operating procedures and what they don't understand before they operate. Teachers timely tour guidance, and in the class to sum up the key and difficult points and easy mistakes. Through teachers and students to discuss and solve problems together, in order to cultivate students' cooperative inquiry ability. The third part is the complex

problem, usually for the platform feedback students basically failed to operate the problem, in the offline classroom, the teacher can first carry out detailed demonstration of the specific operation steps, teachers demonstrate step by step, students follow step by step, in this way to overcome the most difficult part of the course.

2.3 AFTER-SCHOOL -- EXPAND LEARNING

The teacher will arrange and publish the important knowledge points into the module of "Course Resources" in time. In addition, the operation steps of specific cases are recorded and published in the module of "Teaching Unit" using EVCapture screen recording software. The video is recorded one by one according to each chapter, and the duration should be controlled within 5 minutes as far as possible. If the video is too long, students will not be able to stick to it because of visual fatigue. Through the platform, students can review what they have taught in class and finish their homework. Homework can extend some complex figures and cases to expand students' knowledge accumulation. The resources on the platform always exist, students have enough time to watch and review, and they can play and practice the difficult points repeatedly.

3 ASSESSMENT AND REFLECTION

3.1 FINAL EXAMINATION

After the reform of the hybrid teaching mode, the assessment results should be changed from the traditional assessment mode of attendance, homework, classroom performance and final exam to a comprehensive assessment of online and offline. Online assessment should include online learning, submission of assignments, interactive discussion, online testing, browsing support numbers, etc. When assigning homework through the general network teaching platform, the deadline for submitting homework is set, so that students cannot upload homework through the platform after the deadline, so as to cultivate students' concept of punctuality and ensure the completion of learning according to the schedule. The teacher corrects the homework in time so that the students can receive feedback and make changes and improvements.

3.2 TEACHING REFLECTION

The reform of hybrid teaching mode has more stringent requirements on teachers, who are not only required to be able to teach and inspire in offline classes, but also to integrate, upload, update and feedback resources online. Timely teaching reflection is beneficial to accumulate experience and improve teachers' professional ability quickly. Teaching reflection should run through the end of each lesson as well as the whole lesson. In the "Learning Analysis" module of the platform, teachers can check the number of students' visits, duration, learning statistics, number of questions submitted, popular resources and other information, intuitively analyze the difficulties and interests of students in the course, and make targeted adjustments and explanations in subsequent courses. At the end of the course, the "Course Questionnaire" module of the platform was used to investigate students' course satisfaction and experience degree, collect suggestions, and accumulate experience

for better realizing the hybrid teaching of AutoCAD course.

4. CONCLUSIONS

With the help of general network teaching platform, the reform of hybrid teaching mode is helpful to enhance the teaching quality of AutoCAD course, innovate teaching ideas, make up for the shortcomings of traditional teaching mode, and improve students' self-learning awareness and lifelong learning ability. It marks the digital development of AutoCAD course teaching based on network platform. With the continuous update of the data of "AutoCAD" course in the platform, the application of hybrid teaching mode in "AutoCAD" course will be increasingly perfect. As young teachers, they should make full use of good platforms and sufficient information resources to contribute to the development of hybrid teaching mode.

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Exploration on Ideological and political practice of sensor technology course in Higher Vocational Colleges

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Abstract: Ideological and political education is the main channel to realize the fundamental task of moral education. This paper explores the specific practice of Ideological and political education in the sensor technology course. In the theoretical teaching, taking the example loaded with the ideological and political education signal as the breakthrough point, the ideological and political education can be carried out silently with the help of professional knowledge; In the comprehensive training, through the process of completing the project in groups, students' innovation ability and vocational skills are cultivated, and students' group consciousness and cooperation spirit are strengthened, so as to achieve the goal of "going the same way and educating people in cooperation" with ideological and political course.

Keywords: Moral education; Ideological and political education of curriculum; Sensors; Vocational colleges

1. PREFACE

The report of the 18th National Congress of the Communist Party of China "regards moral education as the fundamental task of education" [1]. Ideological and political education is the key to realize moral education. It is difficult for the ideological and political theory course to achieve all-round education. General secretary Xi Jinping held a national conference on Ideological and political work in December 2016. He stressed that the ideological and political work should be carried out throughout the whole process of education and teaching, so that the whole process of educating people and educating people in all directions should be carried out, so that all kinds of courses could be aligned with ideological and political theory courses to form a synergistic effect [2]. The general secretary has a strategic position, and the specific implementation requires all teachers to explore and integrate the ideological and political education resources contained in the discipline, and gradually build a whole curriculum education pattern.

2. THE NECESSITY OF IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL EDUCATION

The students trained by higher vocational education will directly enter the society, so we should not only cultivate students' professional skills, but also cultivate their social responsibility and professional spirit. This stage is the key stage of students' growth and the forming period of their value orientation and ideas. We should guide them to form a correct world outlook, outlook on life and values; It is also the formation period of students' basic vocational

skills and knowledge structure. It is necessary to educate them to master basic skills, receive professional skills training, contact with social reality, train their ability to work independently, and become senior technical talents with social responsibility and practical ability, so as to lay the foundation for students to become talents.

With the rapid development of economic globalization and mobile new media, various social and cultural thoughts and values are permeating and influencing the Three Outlooks of higher vocational students. The students of this age group have strong receptive ability and plasticity, but their thoughts and beliefs are not mature. In the face of the complex and changeable network environment, it is difficult to complete the value guidance of students only by the ideological and political theory course. In order to better teach and educate people, teachers of professional courses should explore the ideological and political education resources in the teaching of various subjects, organically combine professional teaching with ideological and political education, and cultivate students' social responsibility and professional ethics at the same time of professional learning.

3. THE CONNOTATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL EDUCATION

Having both ability and political integrity and putting morality first Moral education is the fundamental task of talent training in Colleges and universities. Moral education is the soul and core of education. Zuo Zhuan contains: "the Supreme Master has morality, followed by meritorious service, followed by speech, although it will not be abandoned for a long time, this is called three immortality." [3-4] Zeng Guofan said: "virtue is the source of water, talent is the wave of water; Virtue is the root of wood, talent is the branch of wood. Virtue without talent is like a fool, talent without virtue is like a villain." [5] From these words, we can see that the ancients attached great importance to moral education. Today, we can see from the discourse of Xi Jinping, general secretary of the Communist Party of China, that "no country is virtuous, no morality is not established", [6] and "To be clear and virtuous, to abide by public morality and to be strict with private morality" [7], Li De is still the core of education. What kind of virtue should be established? The author believes that the current moral construction should be combined with the socialist core values, the national morality of building a prosperous, strong, democratic, civilized and harmonious society, the social morality of

maintaining freedom, democracy, justice and the rule of law, and the personal virtues of patriotism, dedication, honesty and friendship. Professional education is the education of "skills" and the cultivation of talents. In Zizhitongjian, there is a saying that "talent is the capital of virtue"; "A man of virtue is a man of talent"[8]. If there is no correct moral guidance, it is like a ship without navigation and a body without soul, which will lose its direction. High tech crime is a typical example. The fundamental reason is that the criminals did not form a sense of responsibility and mission to the country and society, and did not have the correct value orientation, and finally embarked on the road of crime. No matter how much knowledge and skills such people have, it is difficult for them to release positive energy to the society. Therefore, virtue is the leader and guide of talents.

Sound personality and good psychological quality Sound personality is the basis of a person's continuous growth and development, which is mainly manifested as: having correct self-awareness, understanding their own advantages and accepting their own shortcomings; Strong sense of social responsibility, responsibility and ambition; They are good at learning, have the courage to innovate, and are full of curiosity and exploration spirit to new things; Positive and optimistic, good interpersonal skills and emotion control ability; Reverence for life, strong willpower and frustration tolerance. If the personality is not sound, in today's rapid material development, it is easy to appear mental and emotional imbalance, even with more knowledge and skills, it will not release the greatest energy to the society. The case of Wu Xieyu's mother killing, a student of Peking University, and the suicide of more than two PhD students in recent years are enough to illustrate the importance of sound personality to individuals and society. It is necessary to embed these contents into professional teaching purposefully and consciously, and imperceptibly cultivate students' sense of responsibility and responsibility.

4.DESIGN AND IMPLEMENTATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN PROFESSIONAL COURSES

The key element of curriculum ideological and political reform is the teacher, the main body is the professional course teacher [9], the key lies in the classroom implementation, implemented in the specific teaching link. Starting from the specific teaching content, the ideological and political education elements that need to be loaded and the characteristics of students, the teaching mode is carefully designed, and the ideological and political education elements are skillfully integrated into the professional knowledge learning in the form of classroom questioning, design questions, group discussion, teacher comments, homework after class, network platform interaction and other forms. In the professional teaching classroom, we do not change the original attributes of professional courses, but only refine the ideological and political education resources and value norms contained in them, and transform them into an effective carrier of socialist core values, with professional teaching as "soup" and ideological and political education elements as "salt",

The elements of Ideological and political education serve for a better understanding of professional knowledge, but at the same time, they are also good at "interfering with others" affairs.

The main idea of Ideological and political teaching reform of "sensor principle and application" course is to introduce ideological and political elements into the teaching process, organically decompose the core content of Ideological and political education into each chapter of the course, and fully embody the function of not only teaching but also educating people in each class. The course divides the ideological and political education into three levels, which are summed up as "three ones", namely: a flag-with a national flag in mind; An original heart-to establish ideals and beliefs; A persistence-cultivate the ability of action. Through a variety of teaching methods, increase students' participation, stimulate interest, in order to achieve good results.

For example, when teaching the basis of sensors, taking the application of sensors in the military as the breakthrough point, integrating the concept of strengthening the country and patriotism into the teaching content, allowing students to watch the new domestic high-precision weapons and equipment, such as julang-2, dongfeng-41, dongfeng-17, changjian-100, which will be displayed for the first time at the National Day parade in 2019, while introducing their performance characteristics, emphasizing infrared imaging, laser Radar and other sensors play an important role in guidance, positioning and other aspects, so that students can experience the role and importance of sensors in modern science and technology, and lead students to experience the strong strategic balance ability of China's deterrent and war simultaneously. It is with these "heavy weapons" that we can live and work in peace and contentment and feel lucky to live in an era of peace and security. The stability of the country and the people is the foundation and dependence for people to pursue happiness and realize all their ideals and aspirations. Maintaining national security and honor is everyone's responsibility and mission. To accomplish such a mission, we must have excellent skills, so we should learn professional knowledge to enrich ourselves and enhance our ability.

When it comes to gas sensors, we need to pass on the concept of rule of law and freedom to students. At this time, we take the alcohol detector as the starting point. The alcohol detector is often used to detect drunk driving. "Drinking without driving, driving without drinking" is a well-known common sense. If we violate this law, personal and driving freedom will be limited. It tells students that the real connotation of freedom is to abide by the law, not to challenge the laws and regulations, and emphasizes that the individual freedom is the greatest under the premise of abiding by the law. This makes ideological and political education and professional teaching organic integration, adhere to the unity of curriculum diversity and education comprehensiveness[10].

In order to convey the concept of friendliness, sensors in various medical devices, prosthetics and wearable devices

are used as carriers to let students understand that birth, aging and death are inevitable for everyone, and the physical pain and psychological loneliness experienced by the old, the weak, the sick and the disabled are beyond the perception and experience of young and healthy people. In order to arouse the seeds of students' inner kindness, care for their families, care for the elderly, and treat their classmates and all the people around them well. If we want to make this society full of love and let everyone feel warm, we can't do it with our present ability and energy. How can we do it? Invent more practical and caring devices to help more people. To invent and make more advanced equipment, we should first consolidate our own professional knowledge, and then turn to the study of professional knowledge.

In the unmanned aerial vehicle training project, let the students personally verify that the whole body of the UAV is full of sensors. UAV is the sensor that can fly. Without sensor, intelligent device, intelligent machine, intelligent wearable and unmanned reconnaissance are all Utopian. Let the students deeply experience the conclusion that "no sensor, no modern science and technology", so as to arouse their love for the major and their pride and interest in the future career.

In the aspect of sensor comprehensive application, teachers consciously integrate the "salt" of cultivating students' sound personality into the "soup" of professional training project, divide every three students into a group, and limit the time to complete the debugging and application project of smart home simulation system. The whole project from the framework, circuit design, components selection, circuit simulation to circuit production and debugging, all need to be completed by team members. During this period, the team members not only have division of labor, but also have cooperation, not only have the application of knowledge, but also have their own innovative elements. In the process of completing the whole project, students' ability of communication and cooperation has been cultivated. The circuit design, simulation, manufacturing and debugging process is often not achieved overnight, during which there will be a variety of problems, students need to work together, encourage each other, and constantly eliminate problems until the task is completed. The whole process has trained the students' willpower and frustration resistance, and cultivated the students' craftsmanship spirit of continuous improvement.

5.CONCLUSIONS

The ideological and political education in professional classroom is accepted unconsciously by students, which breaks the students' psychological exclusion of the "great principles" of Ideological and political education and transmits the ideological and political ideas to students silently. In the whole teaching process, students learn professional knowledge explicitly and accept ideological and political ideas implicitly, while teachers teach socialist core values consciously and purposefully, adhere to education orientation and return to the foundation of curriculum, so as to achieve the organic integration of knowledge transmission, ability training and value guidance, and achieve the effect of both teaching and education.

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On The Training Mode of Financial Professionals Under the Background of Financial Science and Technology

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Abstract: Financial technology emphasizes the combination of finance and science and technology. With the application of artificial intelligence, big data and other key technologies in financial field, People's financial life service has been innovated. Therefore, it is urgent to change the training mode of financial talents to meet the needs of the market. This article through explains the traditional finance specialty training existence question and puts forward the related suggestion.

Keywords: Financial Technology; Professional Training In Finance; Teaching Mode

1. DEVELOPMENT OF FINANCIAL TECHNOLOGY

Financial technology is the combination of financial skills and technical skills. At the beginning of the development of financial science and technology, the accumulation of information technology, through the traditional IT to achieve electronic, automation and paperless, to improve business efficiency and reduce costs; Realizing the interconnection of any combination of the asset end, the transaction end, the payment end and the capital end in financial business; A large number of traditional financial services have been innovatively developed through new technologies such as big data, cloud computing, artificial intelligence, blockchain, etc. in the collection of financial information, risk pricing model and investment decision-making process and other aspects to achieve efficiency improvement, at the same time, People's financial consumption more initiative.

2. THE INFLUENCE OF FINANCIAL SCIENCE AND TECHNOLOGY ON THE DEMAND OF FINANCIAL TALENTS

The concept of fintech was introduced in China as early as 2004, but at that time IT existed only as a traditional financial institution's IT system. With the promotion and popularization of mobile phone software apps and mobile payments, the efficiency of traditional financial services has increased, traditional financial institutions no longer need large-scale personnel engaged in simple financial services, financial technology from the back-office system into the core areas of finance, gradually appeared in the eyes of the masses of consumers, the demand for financial science and technology talents is also expanding. Financial Science and technology talents are defined as the compound talents with financial science and technology knowledge and skills needed by financial institutions. Nagamichi pointed out in the report that

China's current financial science and technology talent gap has exceeded 1.5 million, will be able to combine technical capabilities and financial needs of the talent is even scarcer. Therefore, facing the change of the demand for financial talents in the market, it is particularly important to change the traditional training mode of financial talents.

3.THE PROBLEMS OF THE TRADITIONAL FINANCIAL TRAINING MODE

3.1 The training goal does not match the market demand
With the rise of financial science and technology, there are few talents with both technical ability and financial ability in the market. The traditional financial talents training goal is to focus on financial theory, supplemented by traditional financial skills, therefore, we should take the market demand as the guide and cultivate the financial talents to meet the market demand.

3.2 Relatively single culture

The traditional way of training financial talents is to teach the relevant theories of finance in the class of teachers, which lacks the practical courses of financial skills matching with it, does not meet the market financial talents need to have the skills, resulting in the school training of financial talents in the market is not applicable.

3.3 Limited teaching practice platform

The current practice of financial teaching is limited to the traditional financial business, such as commercial bank training and stock trading. The comprehensive quality of the newly-graduated students majoring in finance does not match the requirements of the positions needed in the financial market, as a result, the financial talents trained by colleges and universities are out of touch with the talents needed by the market, and there is a big gap in the talents of financial science and technology.

4.SUGGESTIONS ON CHANGING THE TEACHING MODE OF FINANCE MAJOR

4.1 Set goals that match your needs

The gap of financial science and technology talents is relatively large in the market, and the compound talents with both technical ability and financial skills are needed in today's market. Change the previous theory-oriented teaching methods, strengthen the current market demand for financial skills, so that the theory and practice fully integrated.

4.2 Optimizing teaching methods

With the continuous development of cloud computing, big data and regional chain technology, in order to meet the needs of the development of the market, the training of financial professionals should make up the shortage of

technical ability, and no longer be confined to the way of theoretical teaching in class, meanwhile, we should optimize the course structure, increase the teaching of financial science and technology, and cultivate the compound financial talents who meet the market demand.

4.3 Building innovative practice platform

The study of financial theory needs to be consolidated by practice. In the face of the market demand for talents with financial skills and technological skills, we will change the traditional financial practice, develop new practice platforms and launch off-campus financial practice bases, so that students can experience the application of new technologies both inside and outside the university, you can also go outside the school to understand the new technology in the practical application such as can be used to help colleges and universities train financial talents to meet market demand.

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Study on mental Health problems of students in Higher Vocational Colleges

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Abstract: This article through the depression of college students psychological problems in the research, the life condition of contemporary university students, psychological problems in-depth understanding of the situation, including their own emotional way through statistical analysis and research, is advantageous to the related education workers fully understand the mental state of college students, psychological state, learning state and state of life. In recent years, the mental health problems of students in higher vocational colleges are more and more serious, and the proportion of students with abnormal mental health is increasing. In many years of student work practice, it is found that genetic factors, family environment, school, society and study and work pressure are the main causes of students' psychological problems. Vocational colleges should pay full attention to the students' mental health problems, establish and improve the students' mental health service mechanism of "school-based, home-school union, focusing on counseling, relying on hospitals".

Keywords: Higher vocational colleges; Mental health problems; Psychological pressure; Coping style.

1. THE INTRODUCTION

With the rapid development of society, the pace of life is getting faster and faster, and people's pressure in contemporary society is gradually becoming greater and greater. This kind of pressure comes from all aspects of life, people's mental state is worrying, the number of depression is increasing every year, especially college students in vocational colleges. They are facing the pressure of study, employment and other aspects, which seriously affects their mental health status. At present, with the rapid development of medical science and technology, the medical level rises year by year, and the condition of depression patients has been well controlled. At present, there are still some college students do not have a correct understanding of depression, do not fully realize the harm of depression, can not accurately identify depression, which leads to the relevant patients are not timely treatment, bad mood can not get timely solution. [1]

At present, with the increasing demand for professional and technical talents in all sectors of society, mental health education in colleges has gradually become an important part of higher vocational education. At present, many experts and scholars have carried out various researches and explorations on students' mental health problems, and found that improper handling of interpersonal relationship and conflict of certain behavior patterns are common in higher vocational colleges. Through literature review, these research

results all focus on the differences between students in higher vocational colleges and the impact of individual characteristics on coping styles of psychological pressure. Few studies focus on the sources and specific types of coping styles of psychological pressure of students in higher vocational colleges. For example, the sources include students of different grades, different genders, different families, and different majors. Practice has proved that it is an important measure to construct students' mental health system to adopt scientific and appropriate psychological stress coping mode, so as to ensure the sustainable development of vocational education. In view of this, through investigating the main types of psychological stress coping of students in higher vocational colleges, based on the current situation, actively integrating superior resources, and effectively carrying out research on students' mental health in higher vocational colleges, so as to provide reference for the high-quality development of higher vocational psychological education. [2-3]

2. ANALYSIS ON THE SOURCE OF PSYCHOLOGICAL PRESSURE OF STUDENTS IN HIGHER VOCATIONAL COLLEGES

According to the psychological education theory, generally, the sources of social group psychological pressure can be divided into five levels: vital signs pressure source, psychological pressure source, social pressure source, economic pressure source and cultural pressure source, especially the psychological pressure source and its coping methods are the focus of current attention. Specifically, restricted by many factors, the source of psychological pressure of social groups is mainly caused by themselves and the external environment. From the perspective of their own pressure analysis, mainly for self-awareness, self-recognition, etc. For the external environment, mainly natural disasters, external things, interpersonal relations, social development, employment environment, family factors and many other aspects. The results show that the psychological pressure of students in higher vocational colleges mainly comes from campus environment, including campus life, teacher-student relationship (classmate relationship), study pressure, love relationship, economic pressure and employment pressure, etc. Based on this, in combination with relevant data and field research and analysis, the author preliminarily believes that the main sources of students' pressure in higher vocational colleges are mainly manifested in the following four aspects. [4]

2.1 PRESSURE IN LIFE

As is known to all, the students of higher vocational colleges are mainly high school graduates, and even some of them are junior high school students. These students have a common character, that is, they are relatively young and cannot get used to the way of life far from their parents, but they have to live alone. After these students enter higher vocational colleges, they must solve the problems of life adaptation, such as campus environment, dormitory environment and teaching environment. In addition, it is also found that the only child in higher vocational college students accounts for a relatively high proportion, who have been carefully cared by their parents for a long time and do not live together with strangers. Therefore, different regional environments, different family backgrounds, different living habits and different ways of doing things are the problems that they need to solve when they enter school life. [5]

2.2 LEARNING PRESSURE

Compared with the undergraduate course colleges and universities, higher vocational colleges at present, most of the students score is low, and some student groups through single recruit, recruit way into higher vocational colleges, such as the insufficiency of learning ability and the degree of knowledge accumulation, especially can't play to subjective initiative, learning habits, learning methods, learning environment and poor learning facilities, etc. Although higher vocational colleges pay more attention to the cultivation of students' professional quality and practical skills, academic performance is still a necessary condition for students to graduate successfully. However, in the process of practice, students are unable to generate enthusiasm for learning, and in the long run, they gradually lose confidence, which will cause imperceptible pressure in learning. At the same time, the scholarship, grant and employment in vocational colleges are linked with academic performance, but the lack of systematic cognition and learning habits of vocational college students, will be powerless, so that learning gradually become a burden of the student group. [6]

2.3 INTERPERSONAL PRESSURE

The unfavorable factors such as less interpersonal experience, immature values, strong subjective consciousness and emotional instability of students in higher vocational colleges will easily lead to different psychological problems in the process of communication.

2.4 PRESSURE ON EMPLOYMENT

With the high-quality development of economy and society, the demand for technical talents in various fields is increasing day by day, and the professional requirements for talents are constantly improving. In this context, the employment pressure of students in higher vocational colleges is also increasing, and the employment environment is not optimistic. Compared with undergraduate and postgraduate students, although they have advantages in professional skills, the overall employment rate is still at a disadvantage. Therefore,

employment pressure is one of the important sources of student group psychology in higher vocational colleges.

3. SPECIFIC PERFORMANCE OF STUDENTS WITH PSYCHOLOGICAL PROBLEMS

3.1 NO ENTHUSIASM FOR LEARNING

Through the discussion with teachers and students, the vast majority of students with psychological problems are not active in learning, and even quite a number of students have no interest in learning at all. The main manifestations are: inattention in class, unable to listen carefully, more unwilling to interact with teachers; Class group activities are not willing to participate in discussion and operation; They can't finish their homework carefully after class, and some students can't even hand in their homework on time. According to statistics, there are psychological problems students fail the final exam door number more, serious students have grade or even continuous grade phenomenon, there are students repeatedly grade after the loss of continuing learning qualifications, can only drop out.

3.2 INTERPERSONAL TENSION

From the department full-time counselors learned that students with psychological problems basically have different degrees of interpersonal tension. The first is the tension between students in the dormitory, which is mainly caused by poor communication, incomprehension and intolerance in the trivial matters of life. For example, most students with psychological problems have sleep disorders, and their sleep patterns are very different from those of other students in the dormitory. They can't sleep when everyone else is asleep, and they need to continue sleeping when everyone gets up. This will interfere with each other, if they can not understand and take care of each other, it is easy to have conflicts. Another example is that students with psychological problems often mistake the normal conversation between students in the dormitory as saying bad things about themselves, or even think that others are deliberately targeting them, which will lead to misunderstandings and conflicts. Psychological problems of students interpersonal tension will also be reflected in the interpersonal relationship with other students in the class. Because most of the students with psychological problems are not active in all aspects of things, do not want to participate in group learning and extracurricular collective activities, the sense of team is not strong, sensitive interpersonal relationship, easy to provoke. In this way, the collective honor of the class will be affected. If students fail to get timely intervention and guidance, it will easily lead to tension between them and other students in the class.

3.3 DEVIATION IN SELF-PERCEPTION

Some students with psychological problems have some deviation in self-cognition. Most students are self-denying, mainly manifested as inferiority. They think they are not as good as others or even worthless, so they hide themselves, try not to contact with the outside world, and often stay alone. There are also some students overestimate themselves, think that no one is

as good as themselves, mistakes are in others, do not put the students and teachers in the eyes, it is opinionated, unreasonable, in their own wishes can not be realized or forced to bear their own fault responsibility, and even to threaten others with life.

3.4 PHYSICAL ILLNESS

Psychological problems more or less affect students' physical health. In general, students with psychological problems will have some problems with sleep and appetite because they are in a bad mood. Irregular sleep or lack of sleep will lead to loss of appetite and even gastrointestinal problems. In the long run, a vicious cycle, students are not only depressed, the body will lose weight and immunity will decline. Individual more serious students will even appear in a trance, heart discomfort or physical movement disorders.

4. COPING METHODS OF STUDENTS' PSYCHOLOGICAL PRESSURE IN HIGHER VOCATIONAL COLLEGES

4.1 GUIDE STUDENTS TO RECOGNIZE THEMSELVES AND CULTIVATE GOOD PSYCHOLOGICAL QUALITY

Practice has proved that in order to cultivate good psychological quality of students in higher vocational colleges, it is necessary to give full play to the guiding role of different participants, such as teachers and counselors, to guide students to know themselves. Through field research, the author found that at present, the number of students who dare to face up to mental health problems is far lower than that of students who avoid psychological problems. This phenomenon is relatively common, which directly shows that higher vocational colleges should attach great importance to such problems. As higher vocational education workers, in the process of education should take scientific and reasonable way to correctly guide students face to face with mental health problems and psychological pressure, moment into not back in the teaching practice, have the courage to face, such as positive factors, which exerts a subtle influence students' ideology and behavior groups, help students to set up the correct values coping style and mental health.

4.2 ADOPT VARIOUS METHODS AND APPROACHES TO SOLVE PROBLEMS

In the process of educational practice, we should base on the current situation, strengthen the top-level design, take students' mental health problems as the core, plan scientifically and formulate effective ways to deal with them, so as to relieve students' psychological pressure to the greatest extent. The survey also found that some students set high goals but failed to achieve them, resulting in resistance, retreat and self-reproach. For these students, teachers and counselors adopt attributive methods to better understand the status quo of the students. For some students, they will be affected by the unhealthy social atmosphere to varying degrees, with deviation of values and increasingly prominent psychological radicalization. Teachers and counselors should be good at observation, take multiple measures

simultaneously, and take effective measures to resolve psychological problems. At the same time, vocational colleges can also make full use of internal and external resources, carry out excellent alumni exchange meeting, typical case information meeting and many other ways to actively publicize positive cases, so that students can constantly change their mentality and establish correct values and psychological quality in the process of communication.

4.3 STRENGTHEN TOP-LEVEL DESIGN

Students in higher vocational colleges will inevitably face many problems in their study and life. Some students' coping methods can be solved by themselves. Although they can play a certain role in the short term, they cannot fundamentally solve the mental health problems. If the ability of students in higher vocational colleges to deal with mental health problems can be significantly improved in practice, students can cope with it freely no matter what kind of environment they are in. Therefore, higher vocational colleges in the process of carrying out psychological health education work, insisted on the motivation of students' intrinsic value demand, combined with the actual situation, for instance in the higher vocational college students will have a group of poor students, learning difficulties, character flaws and interpersonal timidity group, etc., these special groups are special mental health counseling and training ways to cope, Stimulate students' subjective initiative in essence, actively play the potential of students, improve students' ability to deal with mental health problems from various aspects, so that students in the face of complex environment, difficulties and setbacks to take scientific and effective coping methods, the overall guarantee of mental health.

4.4 IMPROVE THE MECHANISM OF SCHOOL STUDENT MENTAL HEALTH SERVICE SYSTEM

At present, each higher vocational college has set up the student mental health service center, there are a certain number of full-time psychological counseling teachers, mainly responsible for college students mental health education, psychological counseling, psychological crisis prevention and intervention. However, the mental health service system and functions need to be improved, the team of psychological counseling teachers and their professional level need to be enriched and improved, and the working mechanism of mental health service needs to be improved.

4.5 STRENGTHEN PSYCHOLOGICAL COUNSELING

Actively carry out individual psychological counseling and group psychological counseling to help students with psychological problems back to the normal track of health. Students with psychological problems can be found through the general survey of freshmen's psychological status and the screening of in-school students. At the same time, the department can also find students with psychological problems in their daily work. There are also students who make an appointment for psychological counseling, which may be the object of psychological counseling. Psychology teacher wants

to have professional competence, can undertake professional assessment, distinguish zhu Shi urgent, make corresponding working method in view of each grade. On the basis of individual counseling form, group counseling form can be added, group counseling is also an effective form of psychological counseling, it and individual counseling complement each other, although the form and efficiency is different, but the fundamental goal is to help college students grow and adapt to development. Group psychological counseling is widely used in college campuses, especially in this age group of students, to establish peer friendship, explore self, improve self, group counseling can play a unique advantage.

5.CONCLUSION

In short, the mental health of students in higher vocational colleges is an important part of ideological and political work. Higher vocational colleges should attach great importance to the psychological health service of students by establishing the working mechanism of "school-oriented, home-school union, focusing on counseling and relying on hospitals", and adopting a number of active and effective measures and measures.

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The Construction and Implementation of Course Education in "Modern Mechanical Measurement Technology" Course

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Abstract: Adhere to in the process of professional course teaching knowledge, ability training, ideological and political and humanistic quality cultivation simultaneously, should be the basic requirement for the implementation of talent cultivation in higher vocational education. In this paper, starting from the teaching practice "modern mechanical measurement technology", in the course of the professional knowledge, ability and quality education, thus achieve the goal of the ideological and political education in professional course teaching.

Keywords: Professional course; quality target; Course Education

1. COURSE INTROUDUCTION

Education courses of ideological and political education, also called Course Education, will be in the form of all kinds of courses with the direction of ideological and political theory, is to build the full staff, full process, full course education pattern, form synergies, is a comprehensive education concept as the basic task of the education of "Moral cultivation and ability training".

Higher vocational education must think deeply about and clear solve problems of what kind of person, as well as for how to cultivate people and for who cultivate. Answer the fundamental question, needs to promote all kinds of courses with the same direction of ideological and political theory, to clear the objective of Course Education and function orientation, to put organic combination of moral cultivation and ability training.

Through the forms of professional course and channels of classroom, the key point of combination's form of professional course and Course Education is to explore and rich a variety of ways and methods of ideological and political education, to excavate ideological and political education resources in professional courses and teaching methods in, to adhere to the dominant education and recessive education unifies, to implement lead of ideas and value. Adhere to in the process of professional course teaching knowledge, ability training, ideological and political and humanistic quality cultivation simultaneously. In certain professional situations, the ideological and political work should be merged into specialized courses teaching, enriching content of the socialist core values, the Chinese excellent traditional culture, revolutionary culture and an advanced socialist culture, professional ethics and professional quality education, even more vivid and intuitive than the thought political lesson education. As long as our professional class teachers can lose no time to direction and education,

Course Education will obtain good effect. This advantage is irreplaceable by other education way.

"Modern Mechanical Measurement Technology" is a career development course to achieve the goal of cultivating high-quality skilled talents for CNC technology majors and professional groups, and is a required professional course. Courses are offered in the first semester of university three grades. The comprehensive online education platform of Tsinghua has been used to implement blended teaching.

This course mainly introduces the use technology of three-coordinate measuring machine, highlights the practicality, comprehensiveness and advancement of knowledge, focuses on strengthening the quality inspection ability of mechanical processing of students, and combines the relevant national professional standards and the requirements of the mechanical processing industry occupational group. This course requires for basic professional literacy, quality inspection skills and technical application ability. The teaching process implements integrated teaching, with work-study integration, project teaching, task-driven as the main means, and professional ability training as the core, to train students to engage in parts manufacturing and product assembly The quality of the machinery processing industry is to test the occupational ability and professionalism of actual positions, and at the same time, according to the course practice content, combined with ideological and political education, strengthen the improvement of students' morality and conduct, use knowledge to arm students' brains, use morality to regulate students' behavior, and realize organic unity of knowledge education and moral education.

2. TRAIN OF THOUGHT OF CURRICULUM DESIGN

Carrying out ideological and political education through professional courses mainly reflects the hidden educational nature of Course Education. Curriculum ideology integrates teachers' political attitudes and political identity into professional curriculum education and teaching, embeds values to guide knowledge transmission, and through knowledge and skills transmission, students are inspired by the excitement, joy and suggestion of eager to learn. Consciously identify, resonate and sublimate, and achieve subtle effects. [1]Course Education implicit education has the characteristics of model demonstration, communication equality, knowledge professionalism and flexibility of methods, which can make up for some limitations of explicit education of ideological and political courses.

There is no unified model for Course Education. It needs to explore and adapt in combination with the specific reality of various majors and courses, and it needs the directional guidance of ideological and political courses. [2]

According to the ability requirements of numerical control technology professional positions (groups), reconstruct and sequence the content of the curriculum, and carry out the curriculum design based on the work process; and the "CNC Machining Process Planning and Implementation", "Numerical Control Machining Training", "Multi-axis CNC Machining Technology", "Reverse Engineering" courses combined, theory and practice synchronized training, through the use of three-coordinate measuring machine technology to master the working principles, content, procedures and methods of modern mechanical measurement technology; students as the main body, knowledge and Skills are organically integrated into the learning situation to find "solutions" to trigger and maintain students' interest and motivation in learning. In the process of performing work tasks, explore and absorb knowledge and master skills, cultivate students' independent learning ability and strengthen team spirit; According to the learning situation, the ideological and political education is combined with the curriculum, and people are cultivated by virtue, and the dual cultivation of students' humanistic and professional qualities is emphasized, and the foundation is laid for internship, graduation design, and later adaptation to the job. [3]

Use the comprehensive online education platform of Tsinghua to set up ideological and political columns, and use the combination of students' independent learning and teacher teaching to implement blended teaching.

3. COURSE TRAINING GOAL

3.1 OVERALL GOALS

Broaden your horizons, understand advanced technology, master modern machining quality inspection methods, and improve machining quality inspection and quality analysis capabilities, which are conducive to career selection and further education.

3.2 KNOWLEDGE GOALS

Understand the working principle, content, steps and methods of modern measurement technology.

3.3 CAPABILITY GOALS

Able to operate a coordinate measuring machine, and use the coordinate measuring machine to measure the basic elements, additional elements, curves and surfaces, geometric tolerances and other elements in the part, and analyze the measurement data.

3.4 QUALITY GOALS

3.4.1 HUMANISTIC QUALITY

Ideological and ethical qualities: have the correct political direction, have firm political beliefs; abide by national laws and school rules and disciplines; cultivate students' home country feelings, hardship and dedication; help students establish a correct outlook on life, values, social responsibility, and patriotism Spirit, care for the environment, pay attention to hygiene, civility and politeness, integrity, honesty and trustworthiness.

Scientific quality: Have scientific cognition concepts,

cognition methods, and work style of seeking truth from facts and having the courage to practice; self-reliance and self-love; daily codes of conduct and norms and a rigorous attitude towards science.

Physical and psychological qualities: Have realistic life goals and personal development plans, be able to correctly view reality, and actively adapt to the real environment; improve language skills, communication skills, personal temperament, cultivation, personal etiquette, etc.; pay attention to the comprehensiveness of students Development emphasizes the coordinated interaction between man, society and nature.

3.4.2 PROFESSIONAL QUALITY

Professional ethics: abide by relevant laws and regulations, have a high sense of responsibility, love work, pursue truth, integrity, honesty and self-discipline, diligence and thrift, care for public property, and adhere to principles. Have strong awareness of safe production and environmental protection.

Professional behavior: Strictly implement relevant standards, work procedures and specifications, process documents and safety operating procedures. Learn new knowledge and new skills, and be brave to practice and open up. Be able to choose a job correctly, respect teachers, be united, bear hardships and stand hard work, love the collective, dress neatly, and produce in a civilized manner.

4. COURSE EDUCATION IMPLEMENTATION

4.1 THE FIRST STAGE: PREPARATION STAGE

The organization unit held a seminar on ideological and political construction of online and offline courses. According to the characteristics of the course "Modern Mechanical Measurement Technology", a method of Course Education construction based on the job process was determined, so that the scientific and ideological content of the teaching content was closely integrated together. Taking the socialist core values as the main line, taking the socialist core values personal level value guidelines as the theme, in the implementation of task teaching, the Course Education elements are integrated into the basis of three-coordinate measurement, the operation of the three-coordinate measuring machine, the measurement of parts, and the batch The whole process of three-coordinate measurement in the four learning situations of measuring parts and curves or curved surfaces. And set up a "Course Education" column, enrich the Course Education resources, summarize ideological and political cases, promote the pursuit of excellence in craftsmanship, and cultivate good professional ethics.

4.2 THE SECOND STAGE: STAGE OF IMPLEMENTATION

According to the requirements of "Instructional Outline for Course Education Construction of Curriculum in Higher Education Institutions", "Engineering professional courses should focus on strengthening students' engineering ethics education, cultivating students' spirit of great country craftsmanship for excellence, and inspiring students' national sentiments and mission responsibility for science and technology to serve the country", based on In the different teaching links of the job process, the teachers in the three-axis measurement of professional

knowledge and skills, at the same time, deeply explore the content of quality education, determine the corresponding Course Education content, carry out Course Education resource construction, and improve the curriculum standards, teaching plans and Lesson plan. The course of "Modern Mechanical Measurement Technology" is divided into four learning scenarios. Each learning scenario is task-driven, and each task is designed and organized according to the job process. In the implementation of task teaching, the ideological and political elements of the course are integrated into the whole process of parts inspection. Timely update the college's online education comprehensive platform "Modern Mechanical Measurement Technology" course resources.

4.2.1 LEARNING SITUATION ONE: THREE COORDINATES MEASURING BASIS+YISHIMINGZHI, ZHISHIAIGUO

Learn the structure, measurement principles and basic concepts of coordinate measuring equipment, and understand the development history of coordinate measuring machines. The world's first measuring machine was successfully developed by the British FERRANTI company in 1956. In 1962, a quality engineer from Fiat Automobiles founded DEA, the world's first professional manufacturer of coordinate measuring equipment in Italy. By 1992, there were 46,100 coordinate measuring machines in the world, and every 6-7 machine tools in Europe, America, Japan and South Korea were equipped with a coordinate measuring machine. The production of coordinate measuring machines in my country began in the 1970s and has now been It is widely used in manufacturing fields such as machinery manufacturing, automobiles, home appliances, electronics, molds and aerospace, and has maintained rapid growth. The emergence of three coordinates is a milestone in the transition of marking measuring instruments from the classical manual method to the modern automatic testing technology. The development of the functional composite three-coordinate measuring machine better meets the high-quality production needs of users, greatly reduces user input costs, and improves work efficiency.

By explaining the development of three-coordinate measuring machines, we can understand the gaps in three-dimensional automatic measurement technology in various countries, guide students to study hard, and contribute to the development of automatic measurement technology in my country.

At the same time, patriotism education is also given to students. The achievements of China's 40 years of reform and opening up, the sustained, rapid and healthy development of economy, technology and education, Mozi communications satellite, Shenzhou Flying, High-speed Rail Speed, Sky-Eye Sounding, Beidou Networking, Supercomputing, Mobile Payment, Online Shopping... China is growing more and more scientific and technological fields have entered the forefront of the world and even number one in the world. The international status continues to improve, and the people's living standards continue to improve. Especially the

development process of this subject in China, let students deeply feel the hardship of the development process, the hard-won of the prosperity and progress of the nation-state, the wise and courage of the party leadership, the contrast between the past and the present, the reflection of China and foreign countries, aroused strong patriotism among students emotion.

4.2.2 LEARNING SITUATION TWO: THE LEARNING OF THE THREE-COORDINATE MEASURING MACHINE OPERATION+JIANGXINZHUMENG, DILIQIANXING

This is the basic operation part of the three-coordinate measuring machine. The task is to establish and calibrate the probe group, and to establish the measurement coordinate system. This task is the basis for the correct measurement of parts. It takes seriousness, care and patience to complete the task. "Craftsman spirit" as the main line runs through the teaching activities of the entire classroom. Through learning the vivid stories and advanced deeds in the "Chinese Dream-Great Power Craftsman", from different aspects and different angles, how to build a foothold and grow into a great power craftsman; how to demonstrate and lead and cultivate high-skilled talents for the enterprise; how to perform Responsibility and social responsibility; promote the spirit of model workers, work spirit, and craftsmanship, and create a glorious work style and a spirit of professionalism that strives for excellence. Focus on learning from craftsmen's comments, such as "rooting in the front line, striving for the front line", "starting from the basics and pursuing high standards", "never give up if the goal is not reached", "life does not necessarily require graduation from a prestigious university, but learning must be a foundation "The foundation", "Being a worker requires ingenuity, learning to achieve the future, skills to achieve life", "Always full of affection and loyalty to the profession you are engaged in", "Treasure honor, down to earth", and seek things with firm belief, Do things with a pragmatic style, develop with skills as the center, and make breakthroughs with innovation as the driving force. Students are required to pay attention to details, be meticulous, have a rigorous and responsible working attitude, and work style of excellence in completing the tasks of establishing a probe group and adding probes, and cultivate students to establish a manufacturing belief in the continuous pursuit of excellence in products.

4.2.3 LEARNING SITUATION THREE: PARTS MEASUREMENT+PROFESSIONAL ETHICS OF DEDICATION, RESPONSIBILITY, TEAMWORK

The task is to make full use of the menu function of the measuring machine and flexibly apply the measurement relationship to measure the basic elements and additional elements on the part. Students complete in groups, and some groups in the offline class will share. In the online course, each group will discuss the topic, analyze different measurement methods and different testing processes, summarize the measurement results, and discuss the feasibility of the testing methods in groups. In the process of completing the task, we focus on cultivating students to

become people with professional ethics. Professional ethics are manifested in three aspects: dedication, responsibility, and teamwork.

Each student cultivates his professionalism by reflecting on whether he is fully engaged in work, high efficiency, continuous improvement, innovative breakthroughs, whether to assist others, and attention to the realization of the overall goal.

Each student should clarify his own responsibilities in the team. Responsibility is what we should do within our own time. That is to assume the tasks that should be undertaken, complete the tasks that should be accomplished, and do the work that should be done well. Responsibility is an important indicator to measure a person's spiritual quality. Rights and responsibilities are always equal, and a person must cultivate his own sense of responsibility if he wants to succeed.

A successful team has no failed individuals, and a failed team has no successful individuals. Everyone must be conscious and integrate themselves into the team in order to achieve themselves. A team should have a clear common goal and vision, mutual responsibility, clear roles and division of labor, a harmonious, interdependent, and highly trusting relationship, complementary skills, and appropriate creative leadership styles. Everyone has a different view of things. Through team communication and collision of ideas, they can have a more comprehensive understanding of things, and exercise students' unity and cooperation ability, communication ability, management ability, and organization ability. Let students realize that only in a team, everyone can be more successful.

4.2.4 LEARNING SITUATION FOUR: BATCH AND COMPLEX PARTS MEASUREMENT+STANDARD BEHAVIOR, ATTACH GREAT IMPORTANCE TO THE SAFETY, INNOVATION

The task is to measure the curve and surface elements of more complicated parts, and to simplify the measurement through DMIS programming automatic measurement, batch measurement, and application macros. At the same time, safety activities are organized to exchange language and ideas, and students who are required to speak out their inner knowledge, perceptions and impressions are important contents of safety activities. In safety activities, the perceptual knowledge of personal psychology is finally transformed into a driving force for improving safety awareness through everyone's language, thought exchange, reasoning and judgment. At the same time, let students make it clear that there are daily codes of conduct and norms that need to be followed in many aspects of production, life, etc., learn rules and safety techniques, increase safety and rational awareness, can regulate their own operating behaviors, and maintain safe production and stable development.

Innovation is the soul of an enterprise's survival and development. Innovation can include many aspects: technological innovation, institutional innovation, and ideological innovation. To put it simply, technological innovation can improve production efficiency and reduce production costs; institutional innovation can make the

daily operation of an enterprise more orderly and facilitate management; ideological innovation can ensure that the enterprise develops in the right direction, strengthen the cohesion of the enterprise, and bring the enterprise To bring greater benefits. In DMIS programming design, innovation is included. In the innovation of leading students to programming, the concept of "mass innovation, entrepreneurship" proposed by the country, and China's "manufacturing power" into "innovative power" is taught to students, and at the same time the country The situation in the machinery industry, the country's current development plan, China's 2025 strategy and other integrated courses are introduced to students, which not only enable students to understand knowledge, but also stimulate students' desire for innovation and the spirit of patriotism and strength.

5. THE EFFECT AND THINKING

Aiming at the online and offline mixed teaching of 96 students majoring in CNC technology in the School of Intelligent Manufacturing of 2018, the students' learning enthusiasm and course participation have been greatly stimulated. Through the introduction of a large number of real cases from industries and companies in the teaching content, students are inspired to think, and students have obtained a more comprehensive and profound learning experience. While imparting knowledge and skills to students, we incorporate ideological and political education and the guidance of core values into the teaching of professional courses, preach in the teaching, and educate people in solving puzzles. The teaching goal of educating people throughout the whole process and omni-directional education can be realized in a subtle way. To promote Course Education, it is necessary to improve the curriculum system and solve the problem of mutual cooperation between professional courses and ideological and political courses. To fully embody recessive Course Education's education ideological and the dominant education political education course with the goal of the pursuit of consistency, the education teaching way proximity and complementary education teaching effect and to facilitate the course of the same as the ideological and political education to build school counterparts ecological community, in the era of moral cultivation and ability training., cultivating new implemented on promote each other, complement each other, complement each other, complement each other.

Regardless of the course of teaching, they all shoulder the heavy responsibility of teaching and educating people, and they all bear the responsibility of not only teaching student knowledge, but also teaching students to be humans. The key to advancing curriculum ideological and political work lies in teachers, who need to give full play to the enthusiasm, initiative, and creativity of professional teachers. Professional teachers in colleges and universities must strengthen the awareness of ideological and political education, dig deep into the teaching content of professional courses, enrich teaching methods, innovate educational methods, and realize the silence of morality and cultivation.

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Analysis of Vocabulary Teaching Model Based on Classic British and American Literature Reading

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Abstract: Vocabulary is the foundation and the main content of English learning and teaching in colleges. At present, as English is widely used in many fields, the study of English vocabulary has gradually attracted the attention of college teachers. However, some colleges still adopt the traditional teaching method which makes students know little about the background of the English article and cannot translate it flexibly. Classic British and American literature has the characteristics of time and space, and can not only enrich vocabulary, but also improve English reading level. This paper mainly discusses the reading characteristics of classic British and American literature and the vocabulary teaching model based on them.

Keywords: Classic British and American literature; Reading; Vocabulary; Teaching mode

1. THE IMPORTANCE AND CURRENT SITUATION OF COLLEGE ENGLISH VOCABULARY TEACHING

The basic skill to learn any language is the mastery of vocabulary. When learning English vocabulary the key is to learn grammar and phonetic symbols. The highest level of language learning is to be able to communicate with each other easily. However, if he only has accurate grammar knowledge and wonderful pronunciation, but does not have a solid foundation of vocabulary he is also unable to communicate verbally. Therefore, vocabulary learning is an important prerequisite for English communication, and the vocabulary teaching model based on the reading of classic British and American literature is becoming more and more important.

Basic vocabulary, grammar and phonetic symbols are the basis of Learning English at any stage of English teaching. In recent years, however, there has been an increasingly heated debate about the relative importance of vocabulary versus grammar. Different people have different opinions. In the traditional teaching, teachers usually regard grammar as the main content of English teaching. In this regard, the famous British scholar D.A. Wilkins put forward his own opinion: "If we can't master grammar, we just can't express many things. But if we don't master vocabulary, we can't express anything." Therefore, vocabulary learning is the focus of English teaching and the key to verbal expression. With the reformation and continuous improvement of China's educational mechanism, in the newly issued requirements for College Students' English teaching, the teaching goal is to cultivate college students' comprehensive English ability, which mainly is students' listening and speaking ability. So that students in the future communication and employment can

use English flexibly and can improve their language and cultural literacy. The so-called comprehensive English ability mainly includes: grammar mastery, vocabulary reading, article reading and translation, listening comprehension, oral communication and so on. These are the basis for basic language communication.

Vocabulary teaching is the primary foundation for the improvement of comprehensive English ability. In the newly issued requirements for College English Teaching, the requirements on the tasks of colleges for different educational stages are different. The standard and basis to measure English level is vocabulary. For example, during the investigation of students' reading level, the difficulty of the article is usually judged by the vocabulary and its difficulty degree involved in the article. Then, it according to the time that takes the reader to finish the article, that is, the reading speed, as well as the understanding degree on the central content and thought of the article to judge the reading effect. Through this process, we can clearly see the importance of vocabulary in English reading. The famous psychologist Bruner once pointed out: no matter learning any scientific knowledge, the ultimate goal is to help students establish a good cognitive system. The process of this system construction needs constant mastery, transformation, application and evaluation. Especially in language teaching, teachers' teaching, students' grasp of the situation and the application and detection of knowledge learned. These links are closely connected and none of them are indispensable. As a standard for language learning and testing, vocabulary is getting more and more attention by teachers and students.

During the teaching of English courses, teachers often read and explain the words first, and then select some key and difficult words to express their parts of speech in the form of grouping words and sentences. Teachers' emphasis on vocabulary can influence students to some extent. After college students enter the campus, the first challenge they have to face is the CET-4 and CET-6. Although the content and form have changed, but the mastery and investigation of vocabulary remains unchanged which shows the importance of mastering vocabulary. However, some teachers in colleges are older, and they still adopt the traditional teaching mode for English teaching. Their ideas of teaching are still influenced by it. Although they also pay attention to the explanation of vocabulary, and their vocabulary can also reach a certain amount, and the teaching is very detailed. However, they often fail to relate the vocabulary they are being taught resulting in students being unable to study and memorize systematically. And

they tend to focus on number of words resulting in a low frequency of many words. Students cannot remember deeply, and cannot fully digest and absorb the vocabulary. In addition, the relatively heavy vocabulary has caused psychological pressure on students to a certain extent, and it is often beyond the scope of investigation. When students prepare for CET-4 and CET-6, they often have relatively luck thoughts. To get a pass or a high grade they often rely on special vocabulary books sold in the market and electronic dictionaries on the network. Students only rely on rote way to memorize and apply vocabulary, and lack attention to the internal connection and usage which makes the vocabulary lose its original use meaning and value.

2.CHARACTERISTICS OF CLASSIC BRITISH AND AMERICAN LITERATURE AND ITS CONNECTION WITH VOCABULARY

(1) Characteristics of classic literature

For a nation literature is an important carrier for its history and speech records. It can comprehensively show the spiritual outlook of a nation or even a country. And can record and presentation of their lifestyle, political status, cultural characteristics, customs and historical development trends. When people read literary works, they are engaged in a dialogue with history. It can help people understand the history and can provides a certain reference for unrelated research. The classic literature embodies this characteristic incisively and vividly. It has the same characteristics with other literary works, but also has particularity that other literary works do not have. It has great reading value and is an enduring literary work. Firstly, classical literature has a strong character of times, and reflect the characteristics of the current era background. Secondly, the author's unique thinking is reflected in the setting of the plot, and in the selection and setting of the content, the background have a certain authority and classical.

(2) Relationship between classic British and American literature reading and vocabulary teaching

Literature records historical development in the form of words. Because classical literature works have a certain authority, so the important requirement for recording is the accurate use of vocabulary. Therefore, it is very important for students to learn vocabulary. Students can accumulate a large number of vocabulary and master the methods and skills by reading some classic British and American literature works, and also can improve English reading level. Teachers should encourage students to read exquisite classic British and American literature works, which will get twice the result with half the effort in English learning.

3.SPECIFIC EFFECTS OF CLASSIC BRITISH AND AMERICAN LITERATURE ON VOCABULARY TEACHING

(1) Promote vocabulary learning more vividly

In any literary work, the author will adopt certain rhetorical methods to improve the level of the article. Commonly used rhetorical methods are "metaphor", "exaggeration", "parallelism" and so on. Teachers can also use these features to teach vocabulary. For example, A Farewell to Arms, A novel written by the famous American writer Ernest Hemingway, reflects the author's proficiency in

using vocabulary. The work tells a poignant love story that happened during the war, and this translation breaks through the main content of the article. There are many other classic British and American literature like this. Teachers can 2apply these skills to improve students' vocabulary number as well as their reading level.

(2) Improve vocabulary comprehension ability

Different people have different personality traits in literature works, and language style in the language expression and setting. For example: the heroine of the novel Gone with the Wind written by American writer Margaret Mitchel is actively sunshine and strong autonomy. In everyday communication, she often uses "I will" while ASHLEY often uses "well". The setting of these dialogues reflects ASHLEY's cowardly. In addition, most of her servants are black and some black English can be clearly reflected in their daily conversations. The setting up of these dialogues clearly shows the background and characteristics of that time. Teachers should guide students to analyze the characteristics of these characters, which can help students better memorize and understand the vocabulary.

(3) Deepen vocabulary understanding

Classic literature is a record of history and inherit it in the form of words. and is unique for inheritance and record of classic characteristics. For example, the Bible, the classic of Judaism and Christianity, has a huge influence on British and American literature. Traces of the Bible can be found in the Pilgrim's Progress and the famous Ulysses. In fact, there are many daily languages and expressions in English that have some connection with Bible. If it is used in vocabulary teaching, students can quickly understand and master why the Chinese translation of "scarlet" is scarlet, but there is another meaning of obscene. You will also understand that the translation of "clay" is soil and why it is related to human breath. Applying these classic words in British and American literature to vocabulary teaching can help students to learn and memorize vocabulary and to understand the hidden meaning of some words. These are the advantages of classic British and American literature in vocabulary teaching. Therefore, teachers should skillfully use this advantage in teaching and give full play to its role. It can help students deepen their vocabulary memorization and learning.

Researching Achievement of the Industry-University Cooperation Collaborative Educational Project Initiated by the Ministry of Education in 2021 "Research on the Relationship and Supporting Paths between Media Literacy and Professional Development of Foreign Language Teachers in Northwest Minority Areas "

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Analysis on the Innovative Strategies of College Students' Mental Health Education under the Background of We-Media

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Abstract: Since the advent of the we-media age, good conditions have been created for the reform and development of traditional mental health education and teaching courses in universities, but at the same time it has also created certain challenges for contemporary college students' mental health education. In other words, the interactivity, diversity, virtuality and equality of the we-media can help improve the effectiveness of education and enhance the timeliness of education, but it is also easy to cause psychological distress for students, weaken students' interpersonal skills, and disturb the establishment of the correct values of students. Accordingly, it is proposed that universities should start from three aspects, that is, reforming the mental health education curriculum system for college students, enriching the teaching methods of mental health education for college students, and building a mental health education teaching platform for college students, constantly innovating the development path of mental health education, so as to create a good environment for college students to receive mental health education.

Keywords: We-Media; College Students; Mental Health Education; Network Platform; Innovation

I. THE PRACTICAL SIGNIFICANCE OF INTERGRATING WE-MEDIA INTO THE MENTAL HEALTH EDUCATION OF COLLEGE STUDENTS

1.1 Interactivity and diversity can help improve the effectiveness of education

In recent years, with the continuous development and progress of network information technology, we-media, as a new media form, has gradually deepened its application in various fields. Compared with traditional media, we-media has significant characteristics of interaction and diversification, which helps to break through the traditional mental health education model and further improve the effectiveness of education to a certain extent. The main carrier of we-media is network media, which has a large amount of data information. Based on this, we-media has the characteristics of wide and rapid dissemination and sharing of information, breaking the restrictions of time and region. Open and diversified information provides great convenience for students to obtain relevant contents of mental health education at any time. In the process of traditional mental health education, students can only receive education in a single way such as lectures and classes, and can only receive information as a passive object. This leads to some psychological problems encountered by students in daily life that are

difficult to be solved in time and effectively, and mental health education does not play a substantive role. However, under the background of we-media, the education of students' mental health in universities will no longer be limited to the classroom, nor to the constraints of time and region; students can obtain the content of mental health education in any way they like. This promotes the close connection between mental health education and students' daily life, and greatly improves the efficiency of education and teaching.

1.2 Virtuality and equality can help enhance the timeliness of education

Virtualization is an obvious feature of network platform. In this virtual network world, students' life and learning style will change greatly, and the way of communication with teachers will also change. In other words, students can express their real ideas and opinions with the help of the network platform, or they can interact with teachers online through we-media to talk about their psychological problems to teachers. In this way, students can avoid excessive backlog of bad emotions and effectively relieve their psychological pressure; it can also make up for the lack of communication with education in the classroom to a certain extent. In addition, the traditional education classroom belongs to a completely open public environment, which is not conducive to the protection of students' privacy. However, in the we-media environment, the network platform provides a highly hidden way for the communication between students and teachers, and students can communicate with teachers without burden. Under this mode, teachers can timely and accurately understand the mental health problems faced by students, help teachers to timely adjust the classroom content according to the actual situation, and further strengthen the guidance of students' mental health education. At the same time, teachers can also give targeted guidance according to the special circumstances of individual students, solve the psychological problems actually encountered by all students to the greatest extent, and constantly enhance the timeliness of education.

2. THE PRACTICAL DILEMMA OF MENTAL HEALTH EDUCATION FOR COLLEGE STUDENTS UNDER THE BACKGROUND OF WE-MEDIA

2.1 Easy to cause psychological distress for students

Different from the traditional classroom mental health education, we-media education has a wide variety of channels, and the information is not quantitative and has no clear positioning and standards. In this boundless ocean

of information, college students often choose information based on their own preferences and values, which will inevitably lead to a "sense of helplessness" and be limited by the problem of information selection. In the we-media environment, communication virtualization is one of the most significant characteristics, which can not only bring great benefits to college mental health education, but also cause some obstacles, playing the role of "double-edged sword". On the one hand, at present, most college students are highly dependent on the Internet, and even some college students play we-chat, brush micro-blog, watch videos or indulge in online games almost every day during school. This makes college students' willpower gradually eroded, and their self-control is also declining. In the long run, it causes great psychological problems for them. On the other hand, because most students in universities have not stepped into the society in the real sense and their thoughts are still relatively simple, it is easy to establish a closer relationship with strangers in we-media. At this stage, some college students in China easily believe that strangers in the network encounter property losses, and even the personal safety of some college students is threatened. This leads to a great challenge to students' information security, resulting in an increase in their psychological problems. In addition, because some college students lack relevant experience in the process of interpersonal communication and are difficult to make effective judgments on strangers, they tend to be highly vigilant and even completely excluded from strangers they meet in the network. This will also cause students' psychological problems to a certain extent and hinder the development of mental health education in universities.

2.2 Easy to weaken students' interpersonal skills

The era of we-media is the media era with personal communication as the main way, which has the unique characteristics of "self" communication. With the gradual deepening of the application of we-media in people's daily life, we-media software mainly represented by we-chat and micro-blog has gradually become the leading platform for college students' daily entertainment and social activities. These we-media platforms not only create many positive effects for the development of college students' mental health, but also cause some psychological problems, such as fear of interpersonal communication in reality. In other words, the effectiveness, popularity and interactivity of the we-media platform itself have been widely recognized by college students, but the large amount of good and bad information contained in it has a certain impact on the establishment of college students' three outlooks, resulting in confusion, negativity and other negative psychology. In addition, under the background of the continuous development and progress of science and technology, we-media is still maintaining rapid development and progress. Various types of mobile phone software providing convenient life services such as taxi, takeout and group purchase are emerging one after another, which has attracted excessive attention from the growth time of universities. Through long-term use and attention, these software can easily lead to college students' dependence on mobile phones. Through the investigation

of some college students in China, it is found that most of them will spend a lot of time and energy into the online world, and even some students are playing mobile phones during class and walking. In the long run, this can easily lead to college students' self closure in real life, lack of normal communication and communication with their families or classmates, damage their physiological, psychological and social communication functions, and seriously affect their mental health.

2.3 Easy to disturb the establishment of students' correct values

When Dan Gilmer firstly put forward the concept of we-media, he made it clear that with the gradual rise of grass-roots news, social and moral problems similar to blatant deception will appear. This is mainly because the publishers of a large amount of information on the we-media platform do not have a clear limited access label, so it is difficult to effectively identify and evaluate the moral quality of each information producer. This leads to the phenomenon of wanton release of false information in the we-media environment, which often disturbs the public's line of sight. Moreover, in the we-media environment, a clear news communication supervision mechanism has not been established in the information communication process, resulting in no institutional constraints on the authenticity of we-media information. The obvious defects presented by these we-media will cause great trouble for students to judge the authenticity of information, thus interfering with students' establishment of correct three views and psychology. Starting from the actual situation, the current network environment in China is relatively free, and it is easy to have all kinds of good and bad information, which hinders the mental health education in universities. Internet is not only the main carrier of we-media platform, but also the basic way to realize the dissemination and sharing of we-media information. When using the Internet to spread information, due to the diversified characteristics of communication channels, it is very easy to have some over personalized information. As a result, the we-media environment is often full of various uneven information, and most of the information is uncertain and hidden. But at the same time, this information is often not much related to students' mental health education, but related to some entertainment stars, online games or online shopping information. Originally, the information screening ability of college students is relatively weak. If they live in this network environment for a long time, it is not only difficult to effectively identify the information related to mental health education, but also easy to be hoodwinked by some information, which hinders them from sorting out the correct three outlooks and causes mental health problems.

3. THE INNOVATIVE STRATEGIES OF MENTAL HEALTH EDUCATION FOR COLLEGE STUDENTS UNDER THE BACKGROUND OF WE-MEDIA

3.1 Reforming the curriculum system of mental health education for college students

For contemporary college students, the life and learning states pursued by students of different grades will be different, and the ideological confusion and psychological problems they faced are also different. For example, the mental health problems of freshmen are more inclined to how to better integrate into college life; sophomores will pay more attention to the improvement of professional quality and interpersonal skills; Junior students will pay more attention to employment and entrepreneurship. These are the comprehensive analysis results based on the actual life and learning status of students in different grades in reality. In view of this, universities should always adhere to people-oriented, organize relevant teachers to formulate a differentiated and accurate mental health education curriculum system. Specifically, special courses should be set according to the actual mental health problems and knowledge that college students may face. At the same time, in the course of teaching, centralized teaching and practical teaching are carried out in view of the common problems commonly encountered by college students; for the special problems of individual students, the network platform is used to carry out accurate teaching and communication. Through the setting of various humanized curriculum systems, the mental health problems can be solved faced by students to the greatest extent and promote the development of college students' mental health.

3.2 Enriching the teaching methods of mental health education for college students

Due to the limitations of teaching methods, places and other factors, the traditional psychological education teaching mode can not provide diversified learning channels for college students, and it is difficult to stimulate students' interest in understanding the relevant knowledge of psychological course content. So under the traditional classroom mode, students often absenteeism and absenteeism, and most students are less satisfied with the mental health education curriculum. In the context of we-media, people's learning, communication and life patterns have undergone earth shaking changes. A large number of network resources and ideas will have a direct impact on students' normal learning and life. Therefore, universities should pay attention to integration, deeply integrate multimedia technology with mental health education and teaching, make full use of we-media resources, and continuously innovate the current psychological education and teaching methods. On the one hand, teachers should use audio, video and pictures to carry out a large number of situational teaching in class, so as to greatly improve students' interest in learning. For specialized mental health education courses, teachers can also use cases to carry out practical teaching. Through the comprehensive analysis of the cases of mental health problems commonly encountered by college students, this paper summarizes and forms classroom teaching text resources and video materials, so as to provide channels for students' personalized learning and autonomous learning. On the other hand, teachers can also communicate and exchange the problems and mental health problems encountered by college students in the

process of classroom teaching through a large number of network communication tools. In addition, teachers can also carry out "point-to-point" personalized counseling for some students with the help of chat software such as micro-blog or we-chat, so as to timely solve the psychological contradictions and puzzles encountered by students in life and learning.

3.3 Building the teaching platform of mental health education for college students

Under the internet background, all kinds of official account, website and software have occupied the most part of university students during the period of school. Mental health education in universities should give full play to the advantages of the Internet, keep pace with the times, and build a network teaching platform for college students to carry out mental health education. On the one hand, universities should take the school as the center and set up mental health education websites. The columns of the website should include the notice of campus mental health education and teaching activities, psychological counseling port. At the same time, the goal of establishing the website should be set as the network push platform of notice announcement and resource base of mental health education teaching courses. On the other hand, cooperate with neighboring universities to develop teaching software for mental health education. Universities should unite the professionals of mental health education to provide more professional mental health education services for college students. The column setting of the software platform should include peer assistance, psychological counseling, psychological testing and psychological courses. It should also take rich immersive experience forms, professional teacher service teams and high-end teaching resources as the core to stimulate college students' participation and thirst for knowledge in mental health education. In addition, while ensuring the optimization of the network environment, teachers should pay attention to the improvement of college students' ability to identify network information. In daily life, teachers should pay attention to summarizing and summarizing the information content in the we-media environment, and analyze some bad information. Then, in the actual teaching process, these summarized contents are taught to students to cultivate students' ability to correctly treat all kinds of good and bad information in the network. In the long run, through this subtle indoctrination and teaching, college students' ability to identify network information will be greatly improved, and they will consciously resist all kinds of bad information.

4. CONCLUSION

Based on the era background of we-media, this paper discusses the innovative strategies of psychological education from the significance and the practical dilemma of college students' mental health education under the background of we-media. In terms of the significance, its obvious interactive and diversified help to improve the effectiveness, virtuality and equality help to enhance the timeliness of education. But at the same time, these remarkable characteristics also cause many difficulties for universities to carry out college students' mental health,

which is easy to cause students' psychological distress, weaken students' interpersonal skills and disturb the establishment of students' correct values. Therefore, universities should further strengthen the attention to college students' mental health education, and create a good learning atmosphere and environment for college students' mental health education by innovating the curriculum system of college students' mental health education, enriching the teaching means of college students' mental health education, and building a teaching platform for college students' mental health education.

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Connotation and path analysis of industry-education integration in Higher Vocational Colleges

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Abstract. China's talent training supply and industrial demand do not match. Deepening the integration of industry and education, and promoting the organic connection between the education chain, talent chain, industrial chain and innovation chain are urgent requirements for promoting the supply-side structural reform of human resources. This paper analyzes the connotation of the integration of production and education in higher vocational colleges, and puts forward the approaches to realize the integration of production and education in higher vocational colleges: adhering to the modern apprenticeship education model, building industrial colleges by school-enterprise cooperation, strengthening vocational training, implementing project teaching method, and constructing "trinity" comprehensive reform pilot. vocational training, implementing project teaching method and constructing the comprehensive reform pilot of "trinity".

Keywords: Integration of Production and Education; Connotation Path; Higher Vocational Colleges

I. CONNOTATION OF THE INTEGRATION OF INDUSTRY AND EDUCATION

A. Concept

The education model of the integration of industry and education is a new development path opened by the current vocational schools, it is also an inevitable choice for serving regional industry development and improving talent quality. "Produce" refers to industry, production, products and so on, "teaching" means education, teaching, teachers and so on, "fusion" means that different things form an interactive and harmonious organic whole through penetration and integration, "industry-education integration" is actually an interactive "integration" based on the needs of both "industry" and "teaching"[1]. The education model of the integration of industry and education is mainly achieved through three levels: cultural macro, organizational meso and teaching micro, as shown in Figure 1:

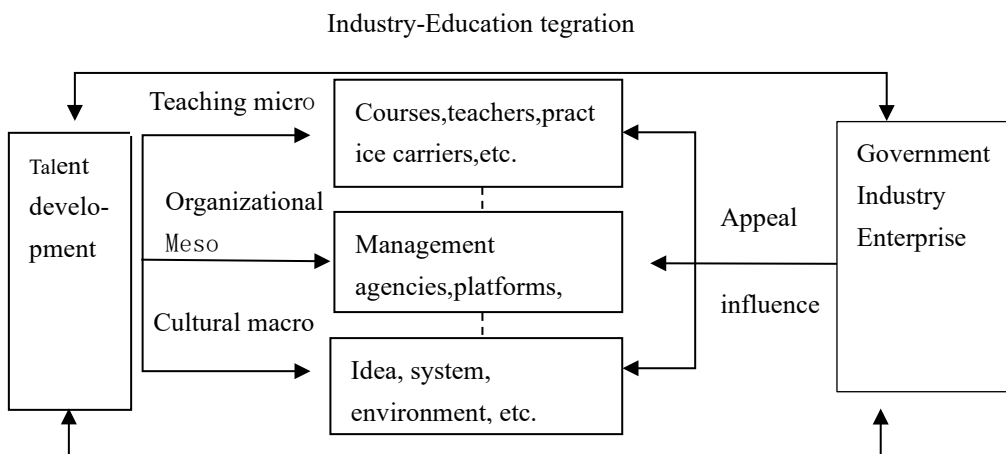


Figure 1. Three levels: Collaborative education

B. Basic characteristics

1. Publicity. Higher vocational education has the same public characteristics as basic education and general higher education, I think the government should increase support for vocational education and enterprises[2]. 2. Professionalism. Vocational education is a social activity to train people to learn survival skills, with a clear "career orientation"[3]. Industry-education integration is a model of vocational education talent training, it has obvious professional characteristics. 3. professional. Vocational education is different from general higher education, it has the task of delivering skilled talents for social economic

construction, the cultivated students should have the professional theoretical knowledge and skills of a certain kind of occupation or position, so as to directly adapt to the needs of the professional position. 4. Lifetime. The integration of industry and education is conducive to vocational education and the establishment of a lifelong education system, it forms a multi-type vocational education system integrating Chinese, native, and master. Thereby breaking the "lower-class" situation of vocational education, and a rising platform for vocational education students to continue their studies. At the same time, the integration of industry and education is also

conducive to providing a re-education and vocational training platform for farmers, laid-off workers, veterans and other social personnel.5.Win-win .Only to establish a win-win relationship between enterprises and vocational colleges.The integration of industry and education is conducive to improving the quantity and quality of student employment,it is also conducive to the development of teachers, school transformation and brand building.For enterprises, the integration of production and education for enterprises to cultivate a stable professional team of talents,it also helps companies improve production efficiency and the training and continuing education of company employees.

II.THE DILEMMA OF REALIZING THE EDUCATION-INTEGRATING EDUCATION MODEL IN HIGHER VOCATIONAL COLLEGES

A. The Enthusiasm of the Enterprise Is Not High

At present, most of China's higher vocational colleges have carried out the integration of industry and education,but the fusion is not deep enough,higher vocational colleges are more active,the company's response was cold, and a "fireplace phenomenon" occurred.There is not much that the integration of industry and education can be smoothly carried out and promoted in depth, and there are often operational difficulties[4]. In most cases, the cooperation results are only lively scenes, ceremonial grand, difficult implementation, and poor results.

B. The Long-Term Mechanism Of The Integration Of Industry And Education Is Not Perfect

The construction of laws and regulations on the integration of industry and education in vocational education is still weak,the strength, operability and binding of relevant clauses are also insufficient.The purpose of the school campus cooperation is to increase the employment rate and improve the quality of student employment,the purpose of enterprise participation is to solve enterprise employment and increase enterprise profits[5].Therefore, the two purposes are different.If we fail to meet each other's expectations, in this case, the integration of production and education is often superficial, not deep enough, the effectiveness is insufficient, there is impetuous, eager for quick success and quick benefit phenomenon.

C. There Is A Lack Of Dual-Type Teachers, And The Enthusiasm Is Not High

The ratio of true "double teacher" teachers in vocational colleges is not high. Most teachers are derailed from society,they cannot keep up with the requirements of industrial upgrading and advanced technology development,with the addition of college lifestyles and subject teaching, they are unwilling to learn actively.Therefore, college teachers lack practical teaching experience and lack practical teaching management capabilities.Due to school treatment or restrictions on teacher qualifications, it is relatively rare to introduce high-tech talents from enterprises[6].

III.THE PATH OF REALIZING THE EDUCATION-INTEGRATING EDUCATION SYSTEM OF HIGHER VOCATIONAL COLLEGES

A. Explore A New Model Of Modern Apprenticeship To Educate People

The modern apprenticeship was proposed in 2014..Modern apprenticeships are taught jointly by teachers and masters through deep cooperation between schools and enterprises,a modern talent training model focusing on skills training for students.The talent training model is different from ordinary college classes and previous title classes,modern apprenticeship pays more attention to the inheritance of skills,schools and enterprises set up standardized enterprise curriculum standards and assessment plans,it embodies the deep integration of school-enterprise cooperation[7].

B. Jointly Build An Industrial College

The logical starting point of the Industrial College is to grasp the essence of the integration of industry and education in higher vocational education,it is mainly reflected in the three aspects of industrial transformation and upgrading in the service area, the deep integration of education in the industry, and the "cross-border cooperation" of diverse social subjects.Industry college is an important direction for the deep development of the integration of industry and education in higher vocational education[8]The college has taken the initiative to link up local pillar industries, emerging industries and characteristic industrial chains to serve the needs of local industrial restructuring, transformation and upgrading;we should build a collaborative education mechanism to improve the quality of professional personnel training, make full use of local resources to give play to their own advantages, condense school-running characteristics, deepen the integration of industry and education, school-enterprise cooperation, collaborative education, and enhance students' entrepreneurial and employability.

C. Strengthen Vocational Training, Implement The "1 + X" Certification System

Vocational Education and training is a new positioning and new requirements for vocational education with Chinese characteristics,it is also an important content of General Secretary Xi Jinping's educational thought.Premier Li Keqiang clearly mentioned in the government work report that more senior high school graduates and retired soldiers, laid-off workers, migrant workers should be encouraged to apply for the examination, and 2019 will expand the enrollment of high-level education by 1 million.This means that the positioning and service functions of higher vocational colleges will undergo major changes.Higher vocational colleges will no longer simply provide academic education for young students, but it will provide employment-oriented education services to a wider social group.Therefore, increase the reform of higher vocational education and accelerate the interconnection of academic certificates and vocational skills grade certificates.Establish a national vocational qualification system as soon as possible and perfect it in time,the "X" of "1+X" certificate is positioned to take the national vocational qualification certificate as the main body,supplemented by industry and authoritative enterprise certificates,it provides a credible basis for the

cultivation of technical skills and quality evaluation. At the same time, adhere to the "training before employment" and gradually implement the "certificate to work" system. We will launch a pilot program for the "1+X certificate" system, and encourage students from vocational schools to obtain certificates of various vocational skills while obtaining their academic qualifications.

D. Project Teaching And Production-Education Integration Platform Complement Each Other

There is always a lack of projects in project teaching methods, the integrated platform of project teaching and production and education is an organic link, which can provide effective system teaching programs and cultivate professional talents. The industry-education integration platform is the training standard for the project teaching system. According to different training systems, the industry-education integration platform can be analyzed from the aspects of goal establishment, content and form, teaching implementation steps and specific effects. [9] Industry-education integration platform integrates education and industry resources, education and production practice and social services work closely together is a standardized practice teaching platform, there is a stable project operation management, the project teaching method is to combine textbook knowledge and production practice, which is conducive to training students' practical ability. The project teaching method combines the actual project as the teaching content, and designs the teaching process through the analysis of the actual case. The teaching results of the project completed in the industry-education integration platform can be effectively converted into productivity. The interactive development of the project teaching and industry-education integration platform construction is a process of continuous innovation and exploration.

E. Constructed A "Trinity" Comprehensive Reform Pilot And Explored A New Path

Layout and construction of a city integrating production and education, build a batch of industry-educational integrated industries with distinctive regional characteristics in the pilot cities and their provinces, build and cultivate an enterprise integrating production and education nationwide, establish the enterprise system of integration of production and education and the system of combined incentive policies. The "trinity" comprehensive reform pilot project was built (as shown in figure 2). [10] we will establish a new path and mechanism for the pilot reform with the city as the node, the industry as the fulcrum and the enterprises as the focus. Respect the law of education and the law of economy. We will carry out pilot projects to develop industry-teaching-integrated cities and industries. Policy design will always focus on reducing institutional transaction costs, and promoting in-depth integration of resources, personnel, technology, management and culture.

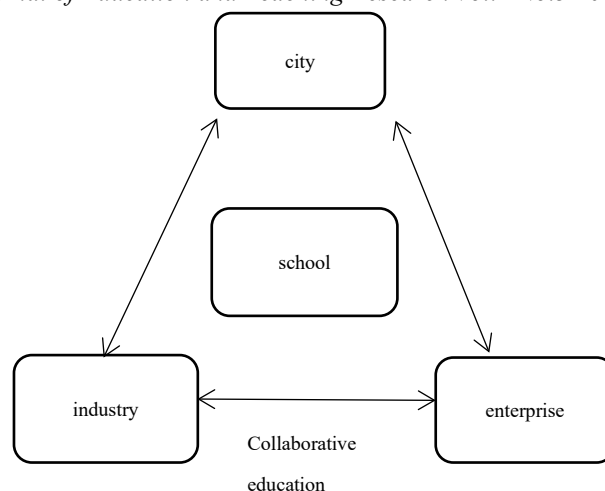


Figure 2: "Trinity" comprehensive reform pilot

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Discussion on Discipline Construction of Control Science and Engineering in Local Universities

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Abstract: Control science and engineering is a discipline that studies control theory, control method, control technology and its engineering application. Its development has been widely valued by experts in the field of control at home and abroad. Based on the principles of discipline construction of control science and engineering, this paper focuses on the main construction contents of discipline construction of control science and engineering in local undergraduate universities, so as to provide some reference for the construction and promotion of discipline construction of control science and engineering in local undergraduate universities.

Keywords: Control science and engineering; Local universities; Discipline construction

1. INTRODUCTION

Discipline construction is the platform for the development of universities and the basis of the three social functions of university personnel training, scientific research and social service. The process of discipline construction is the process of improving the teaching and scientific research ability of relevant disciplines[1][2]. It is the concentrated embodiment of the comprehensive ability of education and teaching, specialty construction, scientific research strength and scientific and technological development in universities[3][4]. It is the key to improve the teaching quality and scientific research level of universities. The discipline of control science and engineering was founded by the older generation of scientists such as Qian Xuesen. It is a discipline that studies the theory, method, technology and engineering application of system and control. The discipline of control science and engineering has obvious characteristics and advantages in the combination of theoretical research and engineering practice, interdisciplinary integration and so on, and has played an important role in the development of China's national economy. Undergraduate universities with a long history at home and abroad have explored many successful experiences and accumulated a good foundation in the discipline construction of control science and engineering[5][6]. However, most of the local applied undergraduate colleges are upgraded from junior colleges. There are many problems in the construction of control science and engineering, such as lack of discipline understanding, inaccurate discipline positioning, weak discipline foundation, unclear task of discipline construction and so on. Local newly-built undergraduate

universities are an important part of China's higher education. Their development level and quality have a direct impact on the overall development level and quality of China's higher education.

2. PRINCIPLES OF DISCIPLINE CONSTRUCTION OF CONTROL SCIENCE AND ENGINEERING

There are many principles to be followed in discipline construction, such as adhering to the principles of systematicness, scientificity, innovation and effectiveness; For example, we should follow the principles of system construction, key construction, feasibility, characteristics and innovation. In addition to following the general principles, the discipline construction of local ordinary undergraduate universities should focus on the three basic principles of serving the local, paying attention to application and talent based[7].

(1) LOCAL SERVICE PRINCIPLE

The orientation of local undergraduate universities must rely on and serve the local[8][9]. Therefore, the discipline construction of control science and engineering in local undergraduate universities must serve the school orientation. In discipline construction, we should not only aim at the international frontier and strive to contribute to the promotion of human social civilization and progress, but also proceed from local reality and meet the needs of local economic and social development to the greatest extent.

(2) FOCUS ON APPLICATION PRINCIPLE

Local ordinary universities should pay attention to developing applied disciplines, strengthening applied research and cultivating applied talents in discipline construction[10][11]. Based on the strategy of dislocation development, local ordinary undergraduate universities should vigorously develop applied disciplines that directly serve local economic construction and social development. The discipline construction of control science and engineering in local undergraduate universities should be closely combined with the needs of local economic construction and social development, scientifically use the market regulation mechanism, reasonably adjust and allocate educational resources, actively set up applied disciplines mainly for local pillar industries, high-tech industries and service industries, and pay attention to promoting the combination of industry, University and research. For the needs of local economic construction and social development, cultivate a large number of senior application oriented talents who can go down, stay and use, promote high and new practical technologies for local

economic construction and social development, improve the scientific and technological content of enterprises and improve the market share of products.

(3) TALENT ORIENTED PRINCIPLE

The discipline of control science and engineering in local undergraduate universities should earnestly establish the concept of talent oriented, firmly establish the idea that echelon construction is the foundation of discipline construction, and attach great importance to discipline team construction[12][13]. We should build a discipline team composed of discipline leaders, academic leaders and academic backbone through training, introduction and use, and form a relatively reasonable structure, including professional title, educational background, academic background, age and ability structure. On the one hand, well-known experts and scholars are appointed as academic consultants, part-time or visiting professors, who regularly come to the university to give lectures, guide young teachers and absorb teachers of the university to participate in major project research. On the other hand, we should change the educational ideas and concepts of the existing teachers through various ways to improve the professional quality and teaching level of the teachers.

3.CONTENTS OF DISCIPLINE CONSTRUCTION OF CONTROL SCIENCE AND ENGINEERING

The content of discipline construction of control science and engineering in local undergraduate universities is to clarify the discipline direction around the school running positioning and characteristics, optimize and integrate the existing human, material and financial resources of the school, gather discipline teams and establish discipline bases, so as to create discipline characteristics and advantages[14]. Through the above construction, the original scattered teaching and scientific research resources will be concentrated according to the discipline orientation, and the transfer from scattered type to orientation type will be realized. The discipline team of control science and engineering shall use enterprise practice, student internship and other activities to strengthen cooperation with enterprises, solve the problems of discipline related enterprises in product R & D and technological transformation, jointly carry out scientific and technological research with enterprises, solve the actual problems of enterprises, and cooperate with enterprises to complete the achievement transformation. The research on the application of control science and engineering discipline in Guangdong, Hong Kong and Macao Dawan district shows that the discipline field of control science and engineering mainly covers the discipline directions such as "automatic control of production line", "mechatronics control", "intelligent detection and control", "robot control", which is the main construction content of the discipline.

The discipline direction of automatic control of production line is oriented to the field of automatic production line, focusing on the related technologies of linear energy of automatic production, including manufacturing automation and intelligence, efficient green manufacturing process and precision micromachining technology. This discipline focuses on

the automatic processing system, logistics system, information system, software system and other systems of automatic production line. The system is a technically complex and highly automated system. It organically combines microelectronics, computer and system engineering to effectively solve the contradiction between high automation and high flexibility of mechanical manufacturing.

The discipline direction of mechatronics control is characterized by CNC precision machining, mechanical product quality inspection, metal material forming and automatic production, and is characterized by CNC equipment networking, big data analysis, intelligent vibration monitoring, intelligent temperature rise and heat compensation, intelligent grain rate analysis, machining program optimization, five axis cam and measurement CNC machine tool high-quality sheet metal design as the main research content, carry out the design and research of electromechanical products and systems with extensive social needs.

The discipline direction of intelligent detection and control is a control mode oriented to intelligent information processing, intelligent information feedback and intelligent control decision. It is an advanced stage of the development of control theory. It is mainly used to solve the control problems of complex systems that are difficult to be solved by traditional methods. The research object of intelligent detection and control discipline has uncertain mathematical model, high nonlinearity and complex task requirements.

The discipline direction of robot control closely relies on the industrial robot industry of local machinery manufacturing enterprises, and serves the local economic construction with advanced manufacturing technology. Robots and intelligent machines are the most typical automation applications. Robots have been fully applied in manufacturing, assembly and other industrial production fields. The "robot+" intelligent manufacturing industry promotes the further development of intelligent production process system integration.

4.CONCLUSION

This paper mainly discusses the construction principles and contents of control science and engineering in local universities. The discipline construction of control science and engineering should integrate the discipline construction into the local economic and social development, make full use of the discipline team advantages, integrate resources, cultivate discipline talents to meet the needs of local economic development based on application and interdisciplinary disciplines, and directly serve the development of local economy and basic education through teaching, scientific research and training.

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How to Achieve Effective Classroom Management

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Abstract: Classroom management, as an important part of teaching, is an extremely important link to ensure the quality of classroom teaching and improve the teaching effect. The quality of classroom management directly affects the quality of teaching effect. Based on this, this paper will elaborate on what is classroom management and how to achieve effective classroom management and then achieve the expected teaching objectives.

Keywords: Classroom Management; Classroom Teaching; Effectiveness

1. BASIC CONCEPTS OF CLASSROOM MANAGEMENT

Effective classroom management is the key to effective classroom teaching. In classroom teaching, good teaching activities and effective classroom management can create a relaxed, harmonious and positive learning atmosphere, and help students actively participate in classroom teaching activities. Teachers' effective classroom management plays an important role in improving students' learning behavior and academic performance.

Classroom management refers to a series of activities and measures taken by teachers in order to effectively use their time, create a pleasant and constructive learning environment, reduce problem behaviors, and achieve the expected teaching objectives. An American educator, Jere E. Brophy (2006) gives the definition: Classroom management refers to a series of measures taken in order to create and maintain a learning environment conducive to achieving teaching tasks (including setting up physical environment, establishing rules and order, maintaining students' attention to the course and participating in various activities).

Although different scholars have different definitions of the concept of classroom management, the following definitions of classroom management are basically the same: first, the main executor of classroom management is the teacher; second, the content of classroom management involves various elements of the classroom, especially the classroom environment (including physical environment and psychological environment) classroom order. Thirdly, the purpose of classroom management is for teachers to teach better and students to learn better, that is, effective classroom teaching.

At present, Chinese scholars mainly define effective teaching from three aspects. The first starts from the perspective of economics and focuses on the understanding of "effectiveness", that is, to explain effective teaching in terms of effect, utility and efficiency. This view holds that the evaluation criterion of the teaching effect is not the teaching process of the teacher, but the progress and development of the students in their

studies, that is, the teaching results. Utility of effective teaching can be judged that what students have learned can be used to meet the educational needs of the society and individuals; Efficiency of effective teaching refers to the relationship between teachers and students' teaching input and teaching output should be considered comprehensively, that is, to produce as much teaching output as possible under a certain teaching input. Secondly, it is from the perspective of focusing on the realization of teaching objectives. This view defines effective teaching in terms of student learning and development. All the teaching activities that can promote and achieve the effective learning and development of students and achieve the expected teaching results are effective teaching. The third point of view is that effective teaching is a dynamic transformation process. Teachers and students follow the objective laws of teaching activities to promote students' integration, coordination and sustainable progress and development in the "three-dimensional goals" of knowledge and skills, process and method, emotional attitude and values with the optimal speed, benefit and efficiency, so as to effectively achieve the expected teaching objectives.

2. MEASURES TO MAKE EFFECTIVE CLASSROOM MANAGEMENT

How to achieve effective classroom management, so as to achieve effective teaching and achieve the desired teaching effect. The specific measures are as follows:

2.1 Creating a supportive and positive classroom environment

Optimizing the classroom physical environment: The seating arrangement of students should break the traditional row layout. The seats can be changed into circle or U shape according to the teaching content and the needs of classroom management, which is convenient for students to discuss problems in class, study and practice in group cooperation. Seating arrangements should be tailored to students' different learning schedules to create a positive learning atmosphere. Classrooms should be bright and clean. Only in a comfortable and relaxed teaching environment can students learn well.

Creating a harmonious and safe psychological environment: It is an important way to form effective classroom management to create a supportive and safe classroom learning atmosphere in which teachers and students mingle emotionally. The trust and equality between teachers and students can help students to be in a positive and relaxed emotional state, which can greatly improve the efficiency of emotional communication and information exchange between teachers and students, so as to obtain the best effect of classroom management. Therefore, the key to a democratic and harmonious

classroom is trust and equality between teachers and students. Therefore, teachers should be good at communication, and strengthen the emotional and ideological exchanges between students. Teachers can pay more attention to students' emotional life and experience, lead students to a positive education environment and accept teachers' positive enlightenment, so as to form the correct values of learning and life.

In the classroom, teachers should create a natural, harmonious and open classroom learning atmosphere. Firstly, teachers should not treat students differently according to their learning level. Mutual respect and care between teachers and students can achieve a real democratic atmosphere in the classroom, so as to effectively complete the teaching task. Secondly, teachers should take the questions answered by the students seriously. Teachers should listen carefully while students answering the question, and then, teachers should give proper feedback to students answer, especially to those who give the error answers. Only when the students are not afraid of making mistakes and do not feel any psychological pressure or burden even if they answer the questions incorrectly, the natural, harmonious and open classroom environment comes into being. And the natural, harmonious and open classroom environment is full of creativity. Students can learn effectively in such an environment. Good classroom atmosphere can arouse students' strong thirst for knowledge, improve teaching efficiency, and achieve the expected teaching objectives.

2.2 Jointly formulating classroom management rules and regulations

Effective classroom management rules and systems are the foundation for ensuring the smooth development of classroom teaching. When making classroom management rules, teachers should consider students' opinions and suggestions, negotiate with them democratically, and let students participate in classroom management. Classroom management rules should be jointly formulated and maintained by teachers and students to develop students' self-management ability and stimulate their interest in learning. The purpose of making rules is to standardize students' behavior in class or outside class. Appropriate rules are a necessary way to promote teachers to establish effective classroom management. At the beginning of students' entering a class, teachers should encourage students to participate in the formulation of rules of classroom management system according to the characteristics and actual situation of the class. Teachers should respect students' different wishes, guide students to abide by classroom management rules and form good classroom behavior habits, reduce the occurrence of problematic behaviors that disturb classroom order, and establish effective classroom teaching.

Using effective classroom management strategies to deal with students' problem behaviors: Classroom problem behaviors generally include students' behaviors that do not conform to the classroom rules and teaching requirements. These behaviors will not only affect the normal class order, but also hinder the smooth development of teaching activities. Students' problematic classroom behaviors

include affecting other students' learning, hindering the smooth progress of learning activities, disrupting classroom discipline, opposing the reasonable requirements of the school and teachers, etc. Faced with a variety of problematic behaviors, teachers should be able to flexibly choose different strategies to solve problems according to the specific teaching situation

The classroom management of problem behavior mainly adopts encouragement and guidance. In the process of direct management of students, teachers should pay attention to the following two points: first, teachers use positive ways to guide students' classroom behavior. Teachers can emphasize and praise those students who are active in classroom activities and abide by classroom discipline, so as to guide students' classroom behavior. Second, teachers try to deal with problems in a suggested way. When asking students to stop their problematic behaviors, mild condemnation is more effective than loud and severe criticism, and the teacher's tone is crucial. In the management process, let the students feel that the teacher respects and cares for them, so that the conflict between teachers and students will be reduced, and the problem behavior of students will also be reduced. In this way, a good classroom order can be achieved and good classroom learning atmosphere can be created.

2.3 Improving teachers' classroom management ability

Teachers' classroom management skills and abilities play a key role in the whole classroom teaching activities. If teachers lack classroom management skills, it is difficult to guarantee the effectiveness of classroom management. Therefore, schools and relevant departments should strengthen the training of teachers' classroom management, expand the theoretical knowledge of classroom management, and improve teachers' classroom management ability.

Teachers should establish their own prestige among students. The prestige of teachers plays an important role in classroom management. The prestige of teachers is the "capital" of education and teaching, which can increase and enlarge the effect of classroom teaching. The attitude and ethos of teachers' professional respect, parents' attitude towards teachers' respect, and students' understanding of teachers and their work; On the other hand, more importantly, the establishment of the teacher authority depends on teachers' role models and education teaching effectiveness of teachers' authority can through the teacher's wisdom and character, and high level of education and teaching to improve their status in the eyes of students, so as to set up among the students by letter and serving consciously authority

In addition, teachers should establish their prestige among students. Teachers' prestige is the "capital" of education and teaching, which can increase and enlarge the effect of classroom teaching. On the one hand, the establishment of teachers' prestige depends on the society's attitude and atmosphere of respecting teachers' status and profession, parents' attitude of respecting teachers, and students' understanding of teachers and their work; On the other hand, more importantly, the establishment of teachers' prestige depends on their own moral character and the

effectiveness of education and teaching. Teachers' prestige can be improved in the eyes of students through their wisdom and character, and excellent education and teaching, so as to establish the self-conscious prestige of being obedient by their faith among students.

In a word, effective classroom management is the cornerstone of education and teaching. In the classroom, teachers should not only have the ability to teach, but also have the ability to manage, that is, to organize, coordinate all kinds of relationships, regulate and control various factors that affect the quality of classroom teaching, so as to promote the orderly development of classroom teaching activities. Only effective classroom management can realize effective classroom teaching and realize the expected teaching objectives.

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Research on the Reform Path of "Curriculum ideological and political education" in Colleges and Universities

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Abstract: "Curriculum ideological and political education" is an important part of the ideological and political education work in colleges and universities, but the curriculum ideological and political construction is still in the exploratory stage, and there is still a lot of room for development. Colleges and universities should strengthen the construction of the faculty, tap the ideological and political elements of the curriculum, integrate the ideological and political curriculum into the whole teaching process, establish and improve the guarantee mechanism of the teaching reform of the ideological and political curriculum, and promote the innovation and perfection of the ideological and political curriculum in colleges and universities.

Keywords: Colleges and Universities; Curriculum ideological and political education; Reform path

1. THE MEANING OF "CURRICULUM IDEOLOGICAL AND POLITICAL EDUCATION"

Strengthening and improving the ideological and political work of colleges and universities is a work that our party and the country have attached great importance to for a long time. General Secretary Xi Jinping clearly pointed out at the National Conference on Ideological and Political Work in Colleges and Universities: "To make good use of the main channel of classroom teaching, ideological and political theory courses should be strengthened in improvement, and the affinity and pertinence of ideological and political education should be enhanced to meet the needs and expectations of students' growth and development."

"Curriculum ideological and political" refers to the in-depth exploration of the ideological and political theory education resources of courses other than various "ideological and political courses" (including comprehensive literacy courses and professional courses), integrating ideological and political education into the whole teaching process, and constructing a "big ideological and political education" in colleges and universities. "The education system implements a comprehensive educational concept of educating people throughout the entire process and in all aspects."

2. THE ROLE OF "CURRICULUM IDEOLOGICAL AND POLITICAL EDUCATION" REFORM IN COLLEGES AND UNIVERSITIES

"Curriculum ideological and political education" is an important part of the ideological and political education of colleges and universities. It has the distinct attributes and characteristics of a socialist university, which reflects the

education foundation of colleges and universities that upholds "ethics and cultivating people" in terms of talent training. Colleges and universities carry out the reform of "curriculum ideological and political", promote the effective path of knowledge transfer and value guidance, build a talent training system with Chinese characteristics, and cultivate qualified successors for the comprehensive development of morality, intelligence, physical education, art and labor for socialist construction.

3. PROBLEMS EXISTING IN THE REFORM OF "CURRICULUM IDEOLOGICAL AND POLITICAL EDUCATION" IN COLLEGES AND UNIVERSITIES

In recent years, under the influence and drive of Shanghai and other courses ideological and political demonstration, various universities have strengthened and improved their ideological and political work and achieved certain results, but at the same time they are also facing the following urgent problems.

(1) Lack of support from the contingent of ideological and political teachers in the curriculum. The coordinated development of curriculum ideological and political construction and the construction of college teachers is still in the stage of excavation and exploration. Most college teachers are not fully aware of the importance of "curriculum ideological and political" education reform, and have insufficient ability to carry out curriculum ideological and political reforms. "Curriculum ideological and political" reform Advancement is uneven.

(2) Failure to grasp the essential content of the curriculum ideological and political. Some colleges and universities do not have a deep understanding of the essence of "curriculum ideological and political". There is a phenomenon that "curriculum ideological and political is equivalent to ideological and political theory courses", or the phenomenon of simply splicing "professional courses" and "ideological and political education", which deviates from the essence of curriculum ideological and political, To downplay the core meaning of the curriculum ideological and political.

(3) The curriculum ideological and political teaching content has not formed a system. At this stage, the ideological and political curriculum elements are not fully explored. The content of the curriculum is relatively simple and lacks innovation. The educational content of the ideological and political courses and the non-ideological and political courses such as professional and practical courses lack coordinated development.

(4) Ignore the evaluation and monitoring of the effectiveness of curriculum ideological and political

teaching. In the course of curriculum ideological and political construction, most colleges and universities fail to attach importance to the function of educational evaluation in the inspection of educational and teaching effectiveness, and ignore the effectiveness and pertinence of the current curriculum ideological and political work.

4. REFORM PATH OF "CURRICULUM IDEOLOGICAL AND POLITICAL EDUCATION" IN COLLEGES AND UNIVERSITIES

4.1 Strengthen the construction of the teaching staff

Teachers are the implementers of curriculum ideology and politics, and are a key factor in the reform of "curriculum ideology and politics". Therefore, colleges and universities must strengthen the construction of the teaching staff in the "curriculum ideology and politics". Select and cultivate a team of "curriculum ideological and political" teachers with strong professional skills and high political quality to provide a strong organizational guarantee for curriculum ideological and political education.

First, strengthen the education of teachers' morality and ideological and political quality, give full play to the role of the fighting fortress of the basic party branch of teachers, and improve the ideological and political quality and ability of professional teachers. The second is to raise the awareness of professional course teachers on the importance of professional courses "ideological and political", and correctly grasp the essence and core content of "curriculum ideological and political". Third, to strengthen the cultivation of teachers inside and outside the school, and go to the red education base during the winter and summer vacations to carry out on-site teaching, scene experience and other red cultural practice activities.

4.2 Exploring the ideological and political elements of the curriculum

Colleges and universities carry out the "Course Ideological and Political" teaching reform, and it is a very important basic work to tap the ideological and political education resources (ideological and political elements) in each course.

(1) Clarify the education requirements of ideological and political elements. On the basis of the integrity of the professional curriculum knowledge system, sort out the theoretical knowledge and key practical links in the professional curriculum, refine the ideological and political elements and determine the introduction nodes.

(2) Clarify the differences in courses of different disciplines and majors. The excavation of ideological and political elements should be based on the subject attributes and differences of the courses. For example, natural sciences should excavate innovative spirit and scientific spirit; engineering should excavate craftsmanship and professionalism; humanities and social sciences should excavate humanistic spirit.

(3) Create a curriculum cooperation group. The mining of ideological and political elements should avoid "separate governance", clarify the overall professional training goals, and jointly build working groups from multiple courses to coordinate operations, mutual inspiration, mutual cooperation, and systematic advancement.

(4) Make full use of the National University Ideological and Political Work Network of the Ministry of Education. Through the ideological and political network, teachers can view the latest developments of ideological and political work in colleges and universities across the country in real time, and carry out typical experience exchange and learning through the "college ideological and political contribution system".

4.3 Curriculum ideological and political integration into the whole teaching process

4.3.1 curriculum design aspects

Curriculum design is an important part of ideological and political courses, including the content, nodes, methods and steps of the integration of ideological and political elements. In the course design link, teachers need to clarify the relationship between ideological and political elements and professional content based on the characteristics and advantages of different professional disciplines, and combine the goals and requirements of the curriculum in cultivating students' emotions, attitudes, and values to build an "educational value system".

4.3.2 Specific Teaching Practice

Teachers can combine the characteristics of professional courses, innovate teaching methods, adopt case teaching, problem teaching, discussion teaching, situation simulation teaching and other methods, and under appropriate circumstances, integrate family and country feelings, craftsmanship, social responsibility, cultural self-confidence and other ideological and political methods. The elements are organically integrated into the teaching practice link to realize the value guidance for students.

4.3.3 Constructing the "Internet + Curriculum Ideological and Political" model

Universities can rely on MOOCs and other platforms to create "curriculum ideological and political" demonstration courses, build high-quality online demonstration courseware, teaching cases and teaching resource libraries, and form typical demonstrations. At the same time, strengthen the use of media resources such as the Internet, and regularly push social hot events and articles to students through campus network platforms such as official websites and official accounts.

5. THE GUARANTEE MECHANISM OF "CURRICULUM IDEOLOGICAL AND POLITICAL EDUCATION" REFORM IN COLLEGES AND UNIVERSITIES

5.1 Establish a "Curriculum Ideological and Political" work organization

Colleges and universities should strengthen organizational leadership, improve the effectiveness of the top-level design of "Curriculum Ideology and Politics", and set up a "Curriculum Ideology and Politics" teaching reform work guidance office. The studio is responsible for studying the relevant policies and mechanisms of "curriculum ideology", providing financial support, integrating teacher resources, organizing and carrying out school and college-level special learning and seminar activities, and coordinating and promoting various reforms.

5.2 Establish and improve the guarantee mechanism of "Curriculum Ideology and Politics"

The implementation and development of "curriculum ideological and political" reform in colleges and universities requires sound system construction and effective mechanism guarantees. First of all, colleges and universities need to build an early warning mechanism to help predict the problems that may arise in the practice of "curriculum ideological and political" reform and avoid major mistakes. Secondly, in the process of "curriculum ideological and political" practice, colleges and universities must build related supporting guarantee mechanisms, and various functional departments and professional departments of colleges and universities must work together to shoulder the responsibility of organization and implementation. Finally, colleges and universities should start from the various levels of discipline development, teacher training, curriculum settings, and incentive mechanisms, and establish incentive and restraint mechanisms with clear rewards and punishments to effectively ensure the orderly progress of "curriculum ideological and political" construction.

5.3 Strengthen the evaluation mechanism of curriculum ideological and political construction effect

The effectiveness of the "curriculum ideological and political" reform needs to be tested through the evaluation mechanism. The construction of the current curriculum ideological and political teaching evaluation system is still not perfect, and universities need to constantly explore experience in practical teaching. Colleges and universities can set up a "curriculum ideological and political"

teaching evaluation team, set up relatively objective evaluation standards and evaluation systems, and conduct comprehensive evaluations from multiple dimensions such as teaching objectives, teaching content, teaching methods, and student learning effectiveness.

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Study On the Female Worship Ideology and Culture In Russian Literature

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Abstract: Throughout Russian literature whether it is a classical or contemporary literature writer, his works contain profound female worship ideology. In Russian literature, female images are kind, brave, intelligent, and beautiful. The female worship ideology in Russian literature has a certain cultural origin. The paper will help readers to understand the connotation of the works and realize the exchange of different cultures.

Keywords: Russian Literature; Female Worship; Culture

1. FEMALE WORSHIP IDEOLOGY IN RUSSIAN LITERATURE

In Russian literary works, the shaping of female images is carried out on two lines, the first is the absolute metaphysical trajectory, and the other is the social encounters of women. The shaping of female images in Russian literary works is mainly due to society's attitude towards women. Society worships women as perfect gods, and also denies women's power and status in society. In the development process of Russia, its cultural thoughts have always been at a metaphysical level, paying little attention to women's status and fortunes in society, so that women who are in distress have to place their souls on God in order to achieve spiritual liberation and suffering becomes a symbol of sacredness.

The outstanding writer Yelmole Erazm's "The Story of Peter and Fevronia on Murom" is a form of ancient documents and combines a variety of creative techniques and has the dual characteristics of saints and myths. The work takes the protagonist's love and marriage as the main line and effectively highlights the heroine's wisdom, affirms her arrogance and obedience, and emphasizes the idea of equality for all.

Another example is the short story "Living Corpse", where the writer studied the social problems under serfdom from an unprecedented perspective, and used artistic means to expound the meaning of religion, which then revealed the core of the spiritual life of the Russians. The heroine in the novel is willing to temper his soul in suffering, which is also the embodiment of the writer's aesthetic thought.

Such numerous Russian literature works have nurtured the thought of female worship and made female worship as an important nation consciousness which promoting the sacredness of literary works to love. The eternal female thoughts in Russian literature all believe in God and are full of self-sacrificing spirit. They ignore material interests and have strong moral concepts and they can give selflessly. The female worship thought in Russian literary works is the writer's expression of his own ideals, as well as the writer's hope for the revival of Russia, and makes the female images in the works a force to save the world.

2. THE CULTURAL ORIGIN OF THE FEMALE WORSHIP IDEOLOGY IN RUSSIAN LITERATURE

(1) The influence of religion

Polytheism believes that gods can dominate the phenomena in nature, and people must worship the gods. After that, Christianity also presents the idea of polytheism on the basis of saint worship and holy relic worship. Yelmole Erazm's "The Story of Peter and Fevronia on Murom" have a dual application of myths, legends and saints. With the help of the heroine Fevronia's arrogance and self-abandonment, it reflects the idea of equality for all in the gospels.

The influence of polytheism on female worship in Russian literature is divided into three periods, the first is the period of Berekinia and the vampire, the second is the period of Rhodes, the god of fertility, and the third is the period of change. In the first period Russian literature contained the meaning of waterfront, protection and sowing, and it was mainly connected with the earth. Belekini is the god of the earth, and the earth represents sowing and harvesting, and then protects the people living on the earth, and then expands to the connotation of protection. Vampires are generally male, meaning the source of all evil. Later, after Christianity was introduced into Russia, the vampire image became a low-level mythological character. In the second period it was because Rhodes's duty was to manage fertility, and then rely on life to connect the offspring and ancestors. Rhodes was worshipped by the Slavs and crossed the three realms of the world, the earth, and the sky, and became an omnipotent god. The purpose of worshipping Rhodes is to allow the destiny of the race to be continued with the help of new works. The third period is a period of turbulence in the social system, and the Russians are also carrying out reforms on the basis of learning from polytheism. The six gods Simarg, Holos, the wind god Stryberg, the sun god Dariborg, the harvest goddess Markos, and the thunder god Perun are listed as the core of worship. At this time, the female images in Russian literary works are connected with the earth, mother, motherland, and harvest, and are also connected with the development of the motherland on the basis of highlighting the appearance of mothers or women. The Nekrasov's "Who Can Live a Good Life in Russia" takes seven peasants who have walked out of poor villages as the line and relies on their exploration, it shows readers the beautiful natural scenery of Russia and highlights the role of peasants. The image of the earth in Russian literary works is constantly being clarified and sublime, thereby highlighting the worship of women.

(2) The influence of Christianity

After the introduction of Christianity into Russia it became Orthodox after its localization. After 600 years of

infiltration and development, it has become the national religion that most Russians believe in. The Virgin Mary and the noble lady are the origins of female worship in Russian literature.

Firstly, the Virgin Mary. Christian culture is the worship of women. After being introduced to Russia, the worship of women has been strengthened under the expansion of the Orthodox Church. The female in the Orthodox Church mainly refers to the fiancée of Christ, who is a refuge for people who have suffered because of their faith. The Virgin Mary has always been a shining image in Christianity, and every concept related to motherhood in Russian literature will be integrated with the Virgin Mary. In the Orthodox Church, the Virgin Mary is the guardian of the Holy Father and possesses absolute love. It can realize the communication between human and God and can redeem anyone. The Orthodox Church's understanding on the Virgin Mary is different from Catholicism. In Dostoevsky's novel "The Brothers Karamazov", Elder Zosima's attitude towards Alyosha reflects the author Dostoevsky's philanthropic thoughts and compassion. Suffering is a typical experience of the heroine in "Brothers Karamazov". Her stepmother has lung disease and has a grumpy temper. Her younger brothers and sisters can not viable. She can only be a prostitute to maintain the family life. Although her life is so embarrassing, she still believes in God very much.

Secondly, the noble lady. After the worship of the Virgin Mary, Russian literature turned to the noble lady in the process of continuous development. In chivalry literature, the noble lady is not an ordinary love between men and women, but a kind of praise of female virtues based on religious beliefs. Although Russia has not formed a chivalry system in the development process, the advocacy of chivalry for pure love has always influenced the creation of Russian literature. The Orthodox Church's worship for the Virgin is solemn, and it is constantly shifting in Russian literature. For example, in Solovyov's work "Three Encounters", the protagonist is the incarnation of the "woman in the sun", which further expresses the arrival of the new Virgin.

(3) The influence of philosophy

The female worship in Russian literature is not only influenced by religion, but also by Sophia's philosophy. Sophia's philosophy is not only reflected in Christianity, but also in early Russian pantheism. Sophia's philosophy traces the origin of women back to ancient Greece. It contains the connotation of eternal femininity and represents wisdom. Speransky is a pioneer in the study of Sofia, who sees Sofia as a mirror to highlight the glory of the Son and Father.

After the 19th century, Solovyov became an outstanding figure in the study of Sofia, and she was called the "eternal female philosopher". Under Solovyov's leadership, Russian thinkers paid more and more attention to Sofia and studied the creation and significance of religion. On the basis of research, the creators of literary works have also demonstrated their obsession on eternal women. Because of the rich connotation of Sophia, people can conduct research from different angles, which also

highlights the mystery of Sophia, but in general, Sophia includes wisdom, love and creation. Solovyov pointed out that Sofia is a god of wisdom with mysterious characteristics; Bulgakov pointed out that Sofia is a very spiritual god. The Sophia they studied are all gods with the spirituality of the Virgin. In his "Pillars and Foundations of Truth", Florensky takes love as the essence of religion, that is, love is the collection of all loving people and gods. In Lolensky's view, eternal women are the incarnations of gods and the anticipation of the future. Although Russia's attempt to Sofia's human philosophy was unsuccessful, people's pursuit of Sofia's spirit has continued and permeated the creation of literary works. Sophia of religious philosophy often says that the goal is to resolve the relationship between God and the world. In traditional Christianity, the relationship between man and God is always ambiguous, and there is an insurmountable distance between heaven and earth. The Orthodox Church longs for the integrity of the world on the basis of Christianity. Literary writers connect Sophia and the Virgin on the basis of reflecting their own creativity, making it a bridge between man and God. The Sophia spirit has realized the connection with the earth on the basis of embodying the calm and maternal atmosphere of women, and thus is more inclusive. The female image created in Russian literature also embodies the characteristics of Sophia culture, which not only promotes people directly to the height of gods, but also allows gods to enter the living environment of people. From this point of view, Sophia and Plato's ideas are similar. The eternal female image in Russian literature is the incarnation of Sophia. The purpose is to highlight the exploration of different levels and different forms of the world, and then express the ideas of Russian writers and thinkers.

(4) The influence of art

Russian female writers are often focused on women's lives when they create their works, but the research on women's worship should be carried out from the overall level. The classic Russian works based on feminism are "The Strange Theory of Female Novels"

In "Views on Feminine Novels", "A Hundred Years of Solitude of Women", etc., the authors express their unique views on women's worship with female worship. "Contemporary Female Novels in my country: Poetic Issues of Feminism" is divided into chapters to study the styles of four female writers, Narbikova, Palei, Vasilenko, and Tolstoya and to explore the source of the female image. After the disintegration of the Soviet Union, an analysis of female images in Russian literary works found that there was no comprehensive and concentrated research on cultural characteristics. The female images in Russian literature are the product of Russian culture and possess the characteristics of Russian art. They are holy creatures and are constrained by moral consciousness.

In a word, Russian literature works are influenced by religion, philosophy, and art in the process of creation, which establishes a special sense of worship for women. Russian writers in different eras create different vivid and noble female images, which promote the exchange of Russian literature and world literature on the basis of

increasing the artistic quality of Russian literature. The female images meticulously portrayed by the writers in the works are self-confident, persistent, kind, and upright, embodying the eternal female spirit, demonstrating the writer's pursuit of holiness, building a bridge between the reader and the writer, and enabling readers to deeply understand the connotation of the work.

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The Research on Development and Characteristics of Pedagogical Content Analysis of China in the past 70 Years

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Abstract: As the basis of teachers' teaching work, pedagogical content analysis (PCA) directly affects the quality of classroom teaching. Since the founding of the People's Republic, PCA of China has gone through four stages: the hard development stage (1949-1976), the fluctuating development stage (1977-2001), the rapid development stage (2002-2011), the rational development stage (2012-2018). At the stage of hard development, the number of results is very small, scattered and even stagnant. At the stage of fluctuating development, the number of results has increased significantly and qualitative changes have begun. At the stage of rapid development, the speed and scale of the analysis have rapidly increased, and the number of results has surged dramatically. At the stage of rational development, the speed of analysis has gradually stabilized, and the quality of results has improved significantly. Although some progress has been made in the pedagogical content analysis, there are also passive issues. Therefore, in the future, we should vigorously develop the initiative of PCA, so as to promote the effective improvement of classroom teaching quality.

Keywords: Pedagogical Content Analysis (PCA); Development Process; Classroom Teaching

1. INTRODUCTION

Pedagogical content analysis (hereinafter referred to as PCA) is the main basis for teachers to conduct classroom teaching, and it is also an important resource to achieve teaching goals. The level of teachers' PCA will directly affect the quality of classroom teaching. China's economy has developed rapidly, and the level of education and teaching has been constantly improving for 70 years since the founding of PRC. In order to fully understand the overall progress of the PCA in China, this article uses historical development in a vertical way as a clue to collect and analyze related research literatures[1] with the help of bibliometric analysis method. It is found that, since the founding of the PRC, the study of PCA has gone through the stages of hard development (1949-1976), fluctuating development (1977-2001), rapid development (2002-2011), and rational development (2012-2018). Each one has its own characteristics. This paper will elaborate on this in order to provide reference for the further study of PCA in the future(as shown in Figure 1).

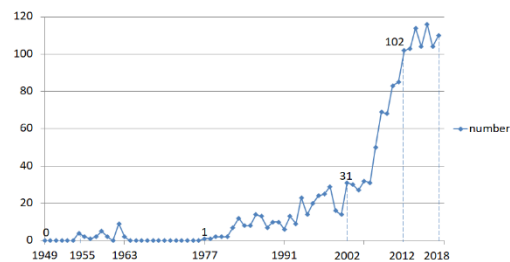


Figure 1 The Trend of pedagogical content analysis literature from 1949 to 2018 in China

2. MAIN FINDINGS

Through the collation and analysis of the above documents, we found that PCA of China has gone through four stages.

(1) The founding of the PRC-1976: Stagnant development in distress

The construction of textbooks is the product of the times[2], and the study of PCA must be deeply affected by social development. The related research literatures were not published for the first time on CNKI until 1955. And a total of 27 literatures were published by 1963. During this period, although China had gone through the "Great Leap Forward" campaign and the "Three-year Difficult Period", the PCA had continued. Although there were fluctuations, the study of PCA was still developing slowly. At this stage, the PCA mainly focused on mathematics and chemistry, including 10 mathematics and 4 chemistry. The form was mostly about personal experience, of which there were 15 literatures on the content analysis of a class. For example, some scholars put forward their own views on "analysis of organic chemistry textbooks in senior high school" based on their own understanding. Although the length was short, less than 700 words, it had already analyzed the pedagogical content from the perspective of students' need and social development[3]. The study periods were distributed in elementary, junior and senior high schools, including 9 in senior high school, 4 in junior high school and 6 in elementary school.

However, from 1964 to 1976, the number of published literatures on PCA in China was 0. The study of PCA entered a long pause period. This was influenced by the promulgation and implementation of various spirits, policies and documents in China at that time. From June 1966 to October 1976, China launched a ten-year Cultural Revolution movement. In this decade, China's economic development had not only been seriously damaged, but the analysis of teaching content had also been deeply affected.

After the slow recovery and fluctuating development, after the founding of the PRC, the PCA entered a stagnation period of more than ten years, which had seriously affected the effective promotion of the level of education and teaching in China.

In short, from the early days of China to 1976, there were only 27 periodical literatures on the PCA in the past 30 years. It showed the characteristics from slow recovery to stagnation, which was closely related to the social development background at that time. It showed the following characteristics. Firstly, the study of PCA was constantly changing with the guidance of national policies. From the resumption of production after the founding of China to the industrialization of the "Five-Year Plan", and then to the "break the dignity of the teaching profession" during the Cultural Revolution period. The study of PCA also showed the characteristics from recovery to slow development to stagnation. Although there were shortcomings in form and content, it had proved the necessity and importance of PCA. Secondly, the study of PCA in this stage was mainly focused on the first Five-Year Plan (1953-1957) and the second Five-Year Plan (1958-1962), and the distribution of subjects mainly focuses on science subjects such as mathematics and chemistry. During this period, while the national economy was rapidly recovering and developing, the study of PCA also began to develop gradually. Thirdly, at this stage, the form of PCA was mainly about personal understanding or experience extraction, because of the low level of development in China. However, under the social background at that time, teachers and scholars had begun to pay attention to the textbook analysis and put forward personal opinions, which was a huge improvement. It had certain guiding significance for the improvement of classroom teaching quality and the reform of follow-up education at that time.

(2) 1977-2001: Fluctuating development in recovery

After the Cultural Revolution, in 1977 Deng Xiaoping pointed out that *"to catch up with the world, we must start with science and education"* and *"it is impossible to develop science and technology without focusing on education"*. In December 1978, China officially opened the prelude to reform and opening up. Since then, the economy developed rapidly, so as the education. At this stage, the PCA had gradually developed, and a total of 290 literatures had been published, but the overall trend was volatile. From 1977 to 1991, CNKI published a total of 103 literatures. The study of PCA at this stage was mainly focused on the specific analysis of a certain class, and teaching suggestions. Compared with the first stage, the analysis was more specific and more instructive. From 1992 to 2001, a total of 187 literatures were published. The number of literatures published increased significantly. Although there were fluctuations, the overall growth trend was obvious. The number of publications reached the peak in 1999, with as many as 29 articles.

In 1992, CNKI first published literature on PCA in core journals in the form of abstracts. By 2001, the number of publications in core journals[4] had reached 64, more than 34% of the total number of publications in this period. It

means that the study of PCA in China had begun to change in essence, from the initial personal experience to in-depth analysis. Among them, there were 33 literatures about teaching design, lecturing paper and so on, which showed the difficulty and slowness of the in-depth process of PCA. Of the remaining 31 core journal literatures, 18 were in the elementary stage, with five-year elementary school mathematics PCA as a typical representative, while the research on other stages was relatively small. Although the subjects covered a wide range of disciplines, nearly half of them were concentrated in mathematics. A few subjects about Chinese, physics, history and politics. It was blank in English, geography, chemistry and other subjects. The research paradigm was mainly based on practical exploration, and there were only 6 theoretical studies. The content of analysis was based on the specific analysis of a class, with a total of 21 articles. However, in 2000 and 2001, there was a turning point in the data, which was closely related to the promotion of quality-oriented education reform and the preparation of curriculum reform of elementary education.

In short, China's education in this stage achieved rapid development in the process of vigorously promoting the reform of quality-oriented education after bringing order out of chaos and the reform and opening up. With the development of economy and the reform of education, PCA gradually recovered and fluctuated, which had two characteristics. First, the breadth of PCA depended on the degree of social development demand for education. Different stages of social development had different demands for education. From rectifying the chaos in education after the Cultural Revolution to emphasizing the strategic position of education in 1992, and then to making clear the goal of Two Bases(basically universalizing the compulsory nine-year education in China and basically wiping out illiteracy among young and middle-aged people), Two Completes(implementing the party's educational policy and comprehensively improving the quality of education)and Two-fold(focusing on building a number of key schools and disciplines)across the century, the different needs of education for society development inevitably caused fluctuations in the discipline teaching research in disciplines, periods and annual distribution. Therefore, the study of PCA showed the characteristics of uneven distribution of study periods, disciplines and years. Second, the depth of PCA depended on the degree of educational theory development. At this stage, the core journals published relevant literature for the first time, which not only showed that the depth of PCA and research was improving, but also showed that the value of PCA was increasingly prominent. After the Cultural Revolution, China actively developed education on the basis of vigorously rectifying education. In particular, the proposal of the "Three Facings" educational principles and the "Rejuvenating the country through science and education" strategy had greatly encouraged scholars to devote themselves to the research of educational theory. Therefore, theoretical research was becoming more and more diversified, and the depth of PCA was gradually improving, which effectively promoted the profound

reform of follow-up education and teaching.

(3) 2002-2011: Rapid development in reform

In September 2001, the reform of basic education curriculum began in China, and PCA also developed rapidly. In this period, the speed and scale of the study of PCA were closely related to the progress of China's curriculum reform. From 2002 to 2011, a total of 506 relevant literatures were published, nearly 1.6 times of the total literatures published in the past 50 years after the founding of China. It showed the speed and scale of the development of PCA were fast and large. From 2002 to 2006, the number of publications was relatively stable, and the number of annual publications remained at about 30. Since 2007, the number of publications had been rising all the way to nearly 90 literatures in 2011. For primary and secondary school teachers, how to better understand and analyze the pedagogical content based on curriculum standards, subject development and student development was particularly important. Therefore, the form of PCA in this period was mainly based on the analysis of specific examples, up to 140, involving all the disciplines and subjects, from primary school to high school.

In this period, the core journals published 85 literatures, less than 17% of the total amount of documents in this period. Compared with before the new century, the number increased, but the proportion decreased by nearly half. On the one hand, it showed that scholars and teachers had already paid more and more attention to PCA. On the other hand, it also showed that the depth of PCA must need further development. Compared with the period before the new century, the core journal papers covered a wide range of disciplines. It changed from the focus of mathematics, before the new century, to chemistry, with a total of 12 literatures. As for the analysis section, the focus shifted from primary school to high school, with 16 literatures in high school. The content of the analysis changed from specific examples to the overall characteristics of the textbook, with a total of 17 literatures.

The reform of basic education curriculum, which had been prepared since 1999, has an extremely important influence on PCA in the early new century in China. Compared with the middle and late 20th century, PCA in this period mainly presented the following characteristics. First, the strength of PCA was closely related to the strength of the course reform. Pedagogical content was an important carrier for curriculum reform and implementation. The more rapidly the curriculum reform was promoted, the stronger the analysis of teaching content would be, which was manifested in the rapid growth of literature publications. Second, the heat of teaching content analysis was consistent with the focus of the whole society. Since the restoration of the college entrance examination system in 1977, the college entrance examination had always been one of the major hot issues concerned by the whole Chinese. In 2003, the Ministry of Education organized and reviewed 274 volumes of textbooks in 14 disciplines in high schools, and up to 2009 there were 72 sets of textbooks for 18 disciplines in ordinary high schools in China[5]. In order to effectively promote the effective implementation of the new curriculum reform in high

school, the characteristics of different versions of textbooks had gradually become the focus, so as and the overall characteristics of the same version of textbooks. Therefore, the PCA presented a trend towards the analysis of the characteristics of high school textbooks. Finally, the breadth of PCA had gradually broadened with the development of education in all stages of the country. In this period, China's basic education, secondary education and higher education had all developed to varying degrees, so the study of PCA showed the characteristics covering all segments of primary, secondary and university.

(4) 2012-2018: Rational development in stability

In December 2011, the Ministry of Education officially of China issued "Notice on Printing and Distributing Curriculum Standards for Compulsory Education Language and Other Subjects (2011 Edition)" (referred to as the revised curriculum standard). With the publication of the revised curriculum standards of each subject, the number of Chinese PCA literatures had increased significantly, and CNKI published a total of 753 literatures in this period. In 2012, CNKI published more than 100 literatures for the first time. Since then, more than 100 literatures have been published every year. On the one hand, it highlighted the importance of PCA, which had been widely concerned. On the other hand, it also showed that the analysis of PCA entered a period of stable development from rapid development. At this stage, PCA had covered all stages from elementary school to university, mainly high school (including secondary vocational school), with a total of 169 literatures. There were nearly 30 subjects involved in PCA, the majority of which were mathematics, with 108 literatures; Chinese followed, with a total of 70 literatures. The analytical paradigm was still dominated by specific examples, but the number of theoretical analysis increased more than 80. A total of 93 articles were published in core journals in this period, which was improved in quantity and quality, compared to the beginning of the new century. The literatures covered a wide range of subjects, mainly focusing on chemistry and physics, each with 11 literatures, while English, history and other subjects were relatively few and even blank. In the learning stage, it had achieved the full coverage of elementary school, junior school and high school, still mainly the high school stage, with as many as 31 literatures. The content of analysis mainly focused on four topics: constructing analysis mode, exploring analysis method, summarizing the characteristics of textbook compilation and theoretical interpretation. Exploring specific analysis method was the main topic, 26 literatures in total. In the analytical paradigm, the number of literatures in the form of "theory plus example" was the most, with a total of 32. There were only 7 "theoretical analysis" literatures, but it was a great progress to analyze the teaching contents from the perspectives of different disciplines such as pedagogy, psychology and sociology, which laid a good foundation for further deepening and expanding of PCA.

PCA at this stage was deeply influenced by the study of Chinese curriculum reform. It entered the stage of rational development from the rapid development stage at the

beginning of the new century. First, the average annual amount of literatures published for the PCA was similar in this period, and the overall development rate was relatively stable. Second, the PCA gradually expanded from the initial experience summary to examination, interpretation or reconstruction from the perspective of multidisciplinary integration such as pedagogy, psychology and sociology. The theoretical basis of PCA gradually deepened, and the perspective of analysis gradually expanded. The concept of PCA gradually shifted from focusing on classroom teaching to students' development, with more emphasis on how to promote student' development. The above characteristics were directly related to the overall development trend of the current curriculum reform in China. Since its inception in 1999, the curriculum reform in China has been more than 20 years. Now, it enters the stage of deepening and advancing, and its development trend gradually changes from the rapid and enthusiastic initial stage to a stable and rational one. The Outline of the National Medium and Long-Term Education Reform and Development Plan (2010-2020) was promulgated in 2010. Then, the Ministry of Education issued *the Opinions on Comprehensively Deepening Curriculum Reform and Implementing the Fundamental Task of Establishing Virtue* in 2014. After that, in 2016, Chinese students core literacy framework for development was released. The concept of education reform and development in China has fundamentally changed, and then, in turn, great changes are also happened in the concept of the PCA.

In short, in the past 70 years, the PCA in China has gone through a process from hard development to fluctuating development, rapid development and rational development. During this period, the following progress has been made in the PCA of China. First, the range of disciplines and sections involved in the PCA has gradually widened. It has gradually expanded from science subjects, such as mathematics and chemistry, to other subjects, such as Chinese, politics and music. And it also gradually expands from focusing on a single semester to covering the entire syllabus from elementary school to university. Second, the paradigm of analysis has been increasingly diversified, and gradually evolves from focusing on practical analysis to practical analysis combined with theory, and theoretical analysis. Thirdly, the content of the

analysis has gradually deepened, from the case study of the subject to the study of the elements, process and mode of the PCA. Of course, there are some problems, especially policy-oriented dependence and unbalanced development trend. Since the founding of the People's Republic of China, the development trend of PCA has always been closely related to various policies promulgated by the state, and it has shown an unbalanced development trend along with the implementation process of policies. It reflects the passivity of PCA indirectly. The passiveness will have a negative impact on the overall sustainable development of PCA in the future, thus affecting the development and progress of the overall level of education and teaching. Therefore, from now on, we should vigorously develop its initiative of PCA. We can use the initiative development of PCA to promote the quality of classroom teaching rapidly, so as to promote the overall development of national education and teaching level.

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Application Of Illustration in Food Brand Design

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Abstract: With the increasing number of styles of illustrations, the areas where illustrations are applied have become more and more extensive. Many food brand noodles on the market will use illustrations to design packaging and brand trademarks. According to their own brand positioning and audience to design illustration can be a good interpretation of the connotation of the brand. In brand design, in addition to the style of illustration, illustration design elements and forms of expression can also enhance the affinity of the brand and bring more economic benefits to the brand.

Keywords: Illustration; Food Brand; Design; Application

I. ADVANTAGES OF ILLUSTRATION APPLICATION IN FOOD BRAND DESIGN

With the requirements of the market economy, more and more illustrative design works with artistic charm and practical value appear on food packaging. Companies combine their own culture to infiltrate creativity into art, art into commodities, and commodities into consumers' lives. In food packaging design, illustration art expands consumers' horizons, enriches consumers' thinking, gives unlimited imagination space, and broadens consumers' horizons[1]. With the advent of the new economic era, consumers' consumption levels have increased, and consumption concepts have also been upgraded. Significant changes have taken place in their aesthetic and consumer concepts. Therefore, the application of illustration in the design of food brands can more flexibly grasp the intuitive feelings brought to people by a food. It can attract people's attention through the exaggerated form shown by illustration and attract more young consumer groups[2]. The application of illustrations to the design of food brands must not only meet the basic functional requirements, but also pay attention to the emotional communication conveyed by the product and consumer experience. However, the expression form of the illustration can properly interpret an emotional resonance that the real object cannot express. Leading consumers into the realm of fusion of feelings and scenes, the lively shapes of illustrations can make consumers refreshing on dull food photos[3]. Therefore, the application of illustrations in food brand design can not only make consumers have emotional resonance with food. Moreover, the image of the illustration can become a kind of endorsement of the brand, and the vivid interjection image condenses the vitality of the brand.

II. SUCCESSFUL CASES OF APPLYING ILLUSTRATIONS TO FOOD BRANDS

In the packaging design of a food brand, it mainly includes elements such as color matching and font styling. When the illustration appears in the form of graphics and occupies the main area, it is a key element of the main body of the packaging visual image. For example, the more successful food brand Want Want, the origin of Want Want Group can be traced back to Yilan Food Industry Co., Ltd. located in Luodong Town, Yilan County, Taiwan. The company was founded in 1962. In 1979, it began to redevelop the Taiwan market under its own brand "Wangzai". In 1983, its trademark was named "Wangwang". The smiling little boys on Wangwang's bags such as "Langweixian", "Xue Rice Cake", "Wangzi Steamed Buns", "Wangzai Milk" and so on, accompanied many generations born in the 80s and 90s through their innocent childhood. More than 30 years on, however, Want Want's food has become a childhood memory for a generation. Only by seizing the market of young consumer groups and seizing the hearts of young people can the brand's vigor and vitality be maintained. Want want group's "youth" breakthrough successfully shaped the brand image, so that cheerful, innocent, lovely Wang Zai will always live in the hearts of young people. Figure (1) shows the Wangzai trademark.



(Figure 1) Wangzai

However, Want Want Group's new cross-border marketing measures. In fact, it is to build a bridge of communication between the brand and young people, strengthen the connection between the brand and their lives. The purchase of this group of young people also created new opportunities for the brand, attracted more young people's attention to Want Want, formed a kind of word-of-mouth communication, and enhanced the brand's popularity. The packaging design of Wangzai is simple and straightforward[4]. The illustration with childhood color allows customers to know the attributes and applicable objects of food at a glance from the illustration packaging design, so that consumers can see or be attracted by the illustration in a few seconds in a dazzling shopping environment.

There is also a beverage brand of childhood memories queer launched in 2001. It is a children's beverage brand promoted by the Coca-Cola Company in China. The Coca-

Cola Japan branch decided to focus on the untapped children's beverage market and designed a "Qoo juice" similar to Qoo for children. As shown in picture 2.



(Picture 2) Queer

The seemingly simple cartoon characters can catch people's attention and attract more children's consumer groups[5]. Lively and interesting animations and derivative peripheral products have received great acclaim. Through illustration can strengthen and exaggerate the characteristics of goods, illustration packaging design of "children's fun" theme of the color map has a certain exaggeration and rendering. But exaggeration is not only to attract attention, but also to fantasize about their childhood stories for consumers. In recent years, there have been countless successful cases in the application of illustration to food brands. Judging from the analysis and summary of the promotion experience of many new products, since it is the promotion of new products, there will be new rules[6]. Therefore, we should set the design and creation of illustrations to more targeted brand standards. The real common rule for the promotion of food brands should be to develop their own personalized standards. From the analysis and summary of many new product promotion experience, it seems that since it is the promotion of new products, there will be new rules, so new, own and targeted brand standards must be formulated. The real common rule for the promotion of new products should be to develop individual standards.

The packaging of Nongfu Spring has never disappointed us. Whether it is high-end drinking water, baby sleep, or fruit-flavored tea, the packaging of Nongfu Spring uses very exquisite illustrations to express[7]. These beautiful illustrations are produced by British illustrator Brett Ryder, who works in an imaginative, playful and fairy-tale style. The packaging of natural mineral water in glass bottles has won the authoritative global packaging design award. The packaging was created by the British illustrator Natasha Searston. His works can give people a deep impression of truth. As a farmer's positioning, the colorful illustration design is eye-catching. Mountain Spring focuses on tea beverage products for young consumers. The packaging design of Tea π itself is very suitable for young people. The illustration on the packaging of Tea π 's grapefruit green tea comes from American illustrator Owen Davey, his works are full of fantasy imagery, and he likes to express with warm colors and subtle textures. As the main design element, the illustration has a visual impact and contrast color compared to the previous packaging. Make the packaging style look fresher and softer.

III.UNIQUE EXPRESSION IN THE FORM OF ILLUSTRATION

ACADEMIC PUBLISHING HOUSE

The unique language and expression of commercial illustrations can make food packaging stand out from the cookie-cutter shelf, attract consumers to stop, and trigger a deep emotional experience. Illustration plays a powerful role in creating emotional and artistic atmosphere in the packaging design of food brands[8]. The illustration in food packaging design can achieve the differentiation of brand image through visual language and emotional expression, which is the key to achieve market competition. Illustrations can make consumers feel the emotional experience of more delicate emotions and humanized concepts. Illustrations can inject vitality into the brand, contribute to the extension and development of the brand, and realize product differentiation and personalized features through vivid illustrations. Food brands cooperating with illustrations to design packaging has become a popular trend, which is conducive to shaping the brand image. Through illustrations, you can locate and promote your audience.

In the packaging design of food brands, the use of stories is also a form of expression of series packaging. In some children's food, popular animated films such as Baolu, Bicachu and Bow Bow are often used in the packaging design to reflect the extension of food taste in a series way. In the packaging design of some food brands, co-branded products are also the most popular way of publicity at the moment, which can not only convey the brand culture, but also increase the added value of the product. Using cartoons and animation images to add points to your own brand is conducive to the diversified extension and development of food brands.

4.CONCLUSION

Illustrations can easily remind people of the happiness and fun of childhood and give consumers a feeling of heart and joy. Consumers can feel the care of food brands for consumers, which makes people feel warm. At the same time, it can provide consumers with a healthy, warm, happy, and lively corporate culture, and if they resonate with young consumers, they will soon be recognized by more consumer groups. Vivid illustration design shows consumers vivid product images, intuitively conveys the information they want to express, stimulates consumers' curiosity about products, enhances the persuasiveness of advertising effects, enhances the attractiveness of food, and stimulates consumers to purchase desire, let consumers feel the cultural connotation of the company through intuitive visual impact. The perfect integration of the personalized packaging design of the food brand and the illustration has played a huge positive role in the economic development of the brand.

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A Study on the Female Images in *Bei Zhe Nan Yuan* - Taking You Shanshan and Bai Jinghui as Examples

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Abstract: In recent years, based on the social attention to women and the display of women's consciousness and women's power, there are more and more female-orientation works in domestic films and TV dramas, and the female image has changed from the original single, childish and rigid to complex, mature and flexible, which shows the development trend of social feminism to a certain extent. This paper focuses on the urban emotional drama *Bei Zhe Nan Yuan*, produced by IQIYI and premiered on July 11, 2021, studies the representative of Chinese modern urban young lady, You Shanshan, who is beautiful and independent, helpful and brave, kind to relatives and friends, and the representative of Chinese modern elderly lady, Bai Jinghui, who is not doting on her children, nor sticking to the secular. She has a clear head without losing herself. **Keywords:** *Bei Zhe Nan Yuan*; Female Image; Female Value

1. INTRODUCTION

Produced by IQIYI, jointly produced by Meila Media, New Power Culture and Anaya Film and Television, directed by Feng Xiaogang and starred by Wang Luodan, Lan Yingying and Jin Chen, *Bei Zhe Nan Yuan* tells the story of growth and love in the process of five women jointly establishing a restaurant. *Bei Zhe Nan Yuan* restaurant, which is contributed by the major shareholder You Shanshan and her three female friends. Bao Xue, an optimistic and enthusiastic actor, and Dai Xiaoyu, an emotionally hurt returnee, are cousins. They get together again in Beijing and begin their daily feuding with each other. The other two shareholders can not be ignored as well. Si Meng, a housewife writer, met You Shanshan and connected their lives closely. Feng Xi went to Beijing for love, however, she was abandoned by his postdoctoral boyfriend who she loved for ten years. In the process of carefully managing the restaurant, she had fallen in love with the young and handsome chef and opened her new life. The five young urban ladies have different careers and personalities, but they have their own highlights. Their beauty and ability far exceed the charm of those men in the drama. Coupled with the wonderful performance of Xiaoyu and Xiaoxue's grandmother in the play, this work has become another television work focusing on the shaping of female television images under the "She Era".

2. FEMALE TV DRAMA IMAGES IN "SHE ERA"

The world futurist John Nesbitt once predicted that the 21st century will be a "She" century. "She" radiates all aspects of social development with a strong vitality and tension, and deduces the "She" era belonging to women. The "She" era is also developing and changing. Women's consumptive main status also plays a decisive role in the theme selection and image shaping of film and television media. It is undeniable that from the initial decidee and subsidiary role to today's independent role with a certain voice right, in the "She" era, women's consciousness and dignity have been valued and developed to a certain extent.

In western countries with better cultural and female development situation, the female image in media has been gradually independent, and the female works have emerged one after another. Chinese media's development is relatively late compared with the West. According to statistics, China made the first female TV drama *Desire* till the early 1990s. After that, 21 female TV dramas were produced in the 1990s. The number increased to 122 in the first decade of the 21st century and 167 from 2010 to 2020. The statistics tells that women's status as the main consumer is catered to the market. Although the number of female theme works does not exceed that of male theme works, the society's aesthetic requirements for men are gradually approaching women's requirements. No matter the warm man or the little milk dog, all those male address reflect the male images to some extent. The development of feminism is inevitable in the development process of "She" era. When women's voice and social status occupy the mainstream of society, the female images in TV dramas will naturally move towards full and healthy, free and independent. And the main status of women's consumption also determines the female image to follow the evolution of social thought. It can be roughly divided into two stages: the first stage is the traditional female film and television image that fully meets the aesthetic needs of men. This stage is roughly from the founding of new China to the beginning of 2000. The second stage is the modern female film and television image since 2000. In this stage, women began to seek the self-expression. At first, they did not break the old female thought and were constantly exploring. However, since 2015, women began to really think about how to realize their

self-value, and there was a more profound discussion on the development of women in the film and television image. Female film and television images did not change completely, but improve to a certain extent on the original basis [1].

3. FEMALE IMAGES IN *BEI ZHE NAN YUAN*

3.1 You Shanshan - Representative of Modern Young Urban Ladies

There are five modern young urban ladies in this film. They are engaged in different occupations and have different personalities. Each of the beauties have their own characteristics and their personalities are very different. Among them are actor, returnee, housewife, north bleaching and boss. Each of them shines with unique feminism. Among them, the most shining and unforgettable lady is their eldest sister, You Shanshan.

3.1.1 Beautiful and Independent

You Shanshan, a successful young lady with eight companies, who is only around 30 years old. She has short hair and looks bright and fashionable. Her independence is reflected everywhere in this drama. When she was young, she should give up her studies for love. She got married and had children before she graduated from college. However, the failed marriage did not defeat her, but inspired her entrepreneurial enthusiasm and devoted herself to her career. She can start a new marriage, but she remains single because she doesn't meet her Mr. Right. She doesn't depend on anyone to live. She works hard. When she has time, she either rides a horse or plays drums to relax. She lives beautifully and independently.

3.1.2 Be Helpful

You Shanshan's beauty is also reflected in her excellent quality of being helpful. She learned three principles from her good friend, Hei Shan, "It's not important. Leave room for everything. And help others if you can." She did help others if she could. At the beginning of the drama, Shanshan met Si Meng, a housewife, at a convenience store. They have only met once on the plane. Because Si Meng returns Shanshan's wallet left at the convenience store, Shanshan directly sends Si Meng a new washing machine to express her gratitude. Shanshan's generosity is far more than that. Shanshan's business benefactor committed suicide because of bankruptcy, and the 20 million debt owed to her can be written off. Shanshan also promised that the wife of the deceased need not to pay back the money, and she would also bear their child if necessary. Making friends, she never thought of how much money they own, but thought how could be win-win with her friends. The deceased's wife gave Shanshan a piece of land as compensation. Shanshan wanted to use this land to open a restaurant, and enthusiastically took her friends into shares. Bao Xue can't afford to pay the 300,000 share fee. Shanshan should lend Bao Xue money as long as she is willing to join. There are many rich people in the world, but few can help their friends like this. Working with friends she like, sharing life and growing up together are an integral part of Shanshan's

happy life. When Dai Xiaoyu first met Shanshan, she was full of doubts about her. She asked Feng Xi why she believed Shanshan so much. Feng Xi said that Shanshan helped herself to speculate in stocks and turned her 100,000 yuan into 300,000 yuan in a few years. It could be found that Shanshan is willing to help people around her. Not only in money, but also in life and spirit. For example, her ex-husband's father was injured and hospitalized. She rushed to the hospital for help at the first time and paid the hospitalization fee. Si Meng's family was destroyed by a young lady. Shanshan stepped forward to help Si Meng expose the lies of the lady and defend Si Meng's marriage. Dai Xiaoyu was bullied and pestered by a married man. She was hospitalized in a car accident. Shanshan slapped the man and warned him not to appear again. Shanshan's kindness comes from her heart. She sincerely treats everyone around her, she is really a nice lady.

3.1.3 Strong and Brave

Hei Shan, a mysterious musician, is a very special person in Shanshan's life. Shanshan invested in a studio for him. It is far away from the hustle and bustle of the city. It is like a Utopia in the TV dramas. Every time Shanshan comes to Hei Shan's studio, she brings a bag of food. There is little verbal communication between them. Most of the time, Shanshan just sits quietly on the sofa and watches Hei Shan making drums. The most comfortable time for Shanshan is falling asleep in the sofa in the studio. Obviously, Shanshan and Hei Shan love each other, but they have not confessed to each other, nor become lovers or couples. Their love is pure, but the ending of their story is a pity. Hei Shan had cancer. He concealed his illness and held a grand music birthday party for Shanshan. Then she left Shanshan forever. Shanshan, who lost Hei Shan, was very sad, but she continued to live strongly. She moved her things to the studio, as if she could feel the company of Hei Shan there. Her softness is only shown in front of Hei Shan. Her love is rational and forbearing. Hei Shan had left. She cherishes the memory of Hei Shan in her own way. Without depression, collapse or despair, Shanshan continues her life optimistically. Her lover will live in her heart forever.

As the core character of the play, Shanshan's female value is reflected not only in the realization of her own value, but also in helping her friends realize their self-value. Feng Xi, Bao Xue and Xiaoyu have made stable profits by investing in Shanshan's restaurant. Through the media boss introduced by Shanshan, Si Meng made good profits also, and her family status improved a lot. From a full-time housewife to a professional writer, Si Meng's writing has been recognized by the society and supported by her husband and children. The five young ladies in the play all gained a better life through joint efforts.

3.2 Bai Jinghui - Representative of Modern Urban Elderly Feminism

Bai Jinghui acts as the grandmother of Dai Xiaoyu and

Bao Xue, who is an old lady over 70 years old. Bai Jinghui is a retired music teacher, who is beautiful, elegant and independent. She created a very charming image of old lady.

3.2.1 Beautiful and Independent

Although Mrs. Bai is over 70s, she is still charming. The audience could easily feel her elegance through the screen. She was in love with her husband, but she didn't fall down because of his death. She chose to continue her beautiful life. She insisted on singing in the park, exercising and playing mahjong with her neighbors twice a week to prevent Alzheimer's disease. She believes that people should communicate more with others, so that they can be healthier and more active. She loves life and enjoys cooking. The dumplings she made were praised by her granddaughter as the most delicious dumplings in the world. Dozens of glass bottles were placed in one corner of the kitchen, containing all kinds of fruits, vegetables and fruit wine brewed by herself. She also knows how to discard. She adheres to a principle that all the clothes she doesn't wear for one year and the things she doesn't use for two years should be discarded. Therefore, Mrs. Bai's villa is clean and tidy without being filled with old things.

3.2.2 No Spoiling Children and No Losing Herself

The glory of modern feminism in Mrs. Bai is also reflected in her different parenting style from traditional Chinese women. For her son, she thought she had done enough to bring him up, and she resolutely refused his repeated demands for money. Even if her son turned against her and didn't see her for many years, she didn't compromise. Her love for her granddaughter is also rational. Dai Xiaoyu, the daughter of her son, is frustrated in love and returns home from abroad. She has no job and no residence. Her grandmother is willing to take Xiaoyu in for a while, but she is not willing to take her in all the time. She has been urging her to go out to meet friends, to find a job and to start a new life as soon as possible. And because of Xiaoyu's night social work, she drove her out of the door mercilessly. It seems that Mrs. Bai is cold and heartless, factually, she doesn't want to spoil her granddaughter. Although her love for Xiaoyu is not as direct as that for Bao Xue, the daughter of Mrs. Bai's daughter, her love for Xiaoyu is not less at all. When she learned that Xiaoyu's car accident led to her lifelong infertility, she couldn't help crying. She made a will that night and left her only property, a villa, to Xiaoyu. Bao Xue, her favorite granddaughter, she only left a letter to ask for her understanding.

3.2.3 No Sticking to the Secular World and Daring to Pursue Love

In the first episode, Mrs. Bai, who loves singing, as the focus of the park band, attracts Dr. Lv, who practices calligraphy in the park. Dr. Lv is introverted by nature. He just looks at Mrs. Bai from a distance, and then bows his head to continue practicing calligraphy. One day, Mrs. Bai passed by Dr. Lv, she was attracted by the words he wrote on the ground with water. She praised him warmly, and took the initiative to become a wechat friend of Dr. Lv. They became friends from then on. Mrs. Bai invited Dr. Lv to her home to learn to play mahjong, took him to the vegetable market to buy vegetables and taught him to cook. Later, the two went traveling together, and they gradually became more and more close. Facing the questioning of her granddaughters, Mrs. Bai boldly admitted her love and decided to get married with Dr. Lv in the new year. Her bravery for love won the applause of young people. However, the world is unpredictable. When Mrs. Bai and Dr. Lv broke the shackles of the secular world and decided to be together bravely, Mrs. Bai died suddenly because of myocardial infarction. Although the ending is sad, Mrs. Bai's firm and bravery in the face of love is still admirable. And she has never forgotten her husband. Her will clearly states that after her death, her ashes should be buried with her husband. What a sober old lady she is, and her rationality convinces people completely.

4. CONCLUSION

By summarizing the female images presented in the popular TV drama *Bei Zhe Nan Yuan*, it is not difficult to see that the current development of Chinese feminism shows a spiral trend. The social environment has been greatly improved these years. As the main consumer, women should timely grasp their rights and recognize that women's independence ultimately lies in freely choosing the life they want. Women's pursuit of self-value has broken the shackles of gender and age. They have the right and ability to pursue the life they want, do what they want, love the people they want to love, and create their own value. They are no longer vassals of male. They live their own wonderful life through their own actions, create their own day, and win the recognition and respect of the society.

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Discussion on the Teaching Mode of Mechatronics Comprehensive Training Course--Taking Dongguan City as an Example

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Abstract: With the widespread popularization of new curriculum reforms and the increasing demand for social development, higher vocational colleges across the country should also make adjustments in the process of formulating talent training programs. As far as the past teaching methods are concerned, it is impossible to cultivate talents who can meet the needs of social development, especially the future development direction of our city's mechatronics is intelligent manufacturing. Among higher vocational colleges, the mechanical and electrical major is one of the important disciplines and one of the key training objects. At the same time, to a certain extent, it can directly reflect the teaching and running level of relevant colleges and universities. But as far as the current situation is concerned, in the mechatronics practice teaching, the teaching performance is in the teaching methods, content and reforms. But regarding teaching performance, the overall situation is not optimistic, especially in the area of teaching reform.

Keywords: Mechatronics; Practical Teaching; Teaching Reform; Method; Research

1. INTRODUCTION

The development trend of electromechanical related industries in Dongguan is mainly based on intelligent manufacturing and high-end electromechanical manufacturing. Under this background, the demand for electromechanical related professional talents is also increasing day by day, which also creates a very broad space for the development of related electromechanical integration. How to improve the practical ability of related mechatronics is the part that needs to be considered. To have a more solid practical ability, it is necessary to start from the teaching reform, to construct a more scientific, effective and complete reform method, which requires related education. Workers continue to research and think about the part. Then this article mainly analyzes the relevant status and foundation of the current practice teaching reform in higher vocational colleges, then put forward some relevant practical teaching reform system strategies in the aspect of mechatronics, hoping to be helpful to relevant educators.

2. ON THE CURRENT REFORM SITUATION OF THE PRACTICAL TEACHING OF ELECTROMECHANICAL INTEGRATION IN HIGHER VOCATIONAL COLLEGES

On the current situation of the reform of the practice teaching of mechatronics in most higher vocational colleges in Dongguan, although to a certain extent, the

content and methods of mechatronics teaching and relevant implementation methods have carried out certain reform activities. However, it is clear that this reform situation is not optimistic, and it is not specific enough. And there has been no more systematic, more scientific and complete reform system, but mainly focused on some superficial theoretical knowledge-related teaching reforms and examination reforms at the end of each semester. Generally speaking, they are not detailed and effective enough. It can't even achieve the true effect of practical teaching^[1]. As we all know, the importance of scientific and effective practical teaching reform can not only reflect the relevant quality of the school's practical teaching in an all-round way, on the other hand, it can also provide some historical experience for future practical teaching methods. And make related improvements and optimizations more convenient. At the same time, scientific and effective practical teaching reform is also one of the indispensable parts in the process of cultivating mechatronics talents. It can be seen that the current state of the reform of the practice teaching of mechatronics in higher vocational and technical colleges is not optimistic enough. It is necessary to improve, research and think about the practical teaching reform of electromechanical integration related to higher vocational technical schools, so that it has extremely important and indispensable significance for improving the corresponding talents and the quality of practical teaching.^[2]

3. ON THE CONSTRUCTION OF THE RELATED SYSTEM OF THE MECHATRONICS PRACTICE TEACHING REFORM METHOD IN THE HIGHER VOCATIONAL AND TECHNICAL COLLEGES

As for the construction of the relevant system of the reform method of electromechanical integration practice teaching in Dongguan Vocational and Technical College, it is relatively systematic in the whole process. Due to the systematic nature, it is necessary to have relevant principles as a guiding force, so that the scientific validity of the relevant system of practical teaching reform methods can be guaranteed.

(1) Oriented by professional talent training

In the process of construction, the first thing that should be noticed and done well is that in the construction of the entire practical teaching reform method related system, it is necessary to comply with the relevant laws and cycles of the education of mechatronics talents in advanced vocational and technical colleges. And to meet the training goals for mechatronics technical talents. 同时, On these foundations, it is necessary to be able to objectively show

the characteristics and characteristics of practical teaching related to mechatronics in higher vocational and technical colleges.

(II) Optimize the reform work system

For every evaluation index and every reform method in the process of teaching reform, it must stand the test of time. Even if time changes, the general direction and standards of the reform should be relatively consistent, with certain principles, and the key content should be highlighted. A strong distinction should also be made for the existence of differences, and a certain auxiliary effect should be added to them in terms of quantitative and qualitative aspects. Only in this way can the scientific validity and operability of the mechatronics practice teaching reform method in higher vocational technical colleges be guaranteed. At present, in the evaluation of mechatronics practice teaching, there are already a large number of practical teaching reform methods that have scientific validity and operability. For example, the summative reform method, the process reform method and the comprehensive reform method are all practical teaching reform methods with scientific validity and operability.^[3]

(III) Rich training content

In order to effectively improve the effect of practical training and ensure that students have a rich reserve of professional knowledge, we should start with the content of practical training. For example, there are practical reports, practical exercises of skills, observation of behaviors and various tests. The above is just to say that based on the system attributes of the mechatronics practical teaching reform method mentioned earlier, we will focus on the different links of practical teaching reform such as experiment, training, and internship. Among them, their focus will be many different, so we must add some pertinence and some comprehensive principles to make use of these mechatronics practice teaching evaluation methods. Only in this way can we have a more comprehensive assessment and reform of the knowledge and mastery acquired in the relevant process of practical learning for students. So next, we will construct relevant methods for the reform of mechatronics practice teaching from which aspects for different courses. The first is about the corresponding manipulation training of basic skills and some summative reform methods of courses such as internships. These are relatively basic skill training courses, and practical courses are very versatile, which can enable mechatronics students to establish good quality and professional awareness^[4].

Secondly, special exercises are carried out on the content of professional internships and skill training. In these processes, procedural reform methods can be adopted. Due to the specialized training of some content and skills, students can also understand the process of ideal analysis from the perceptual knowledge of the corresponding knowledge, allowing students to gradually deepen their understanding of relevant knowledge.

In addition, comprehensive reform methods can be adopted for comprehensive training courses. In the mechatronics practice teaching, the comprehensive course

is comprehensive training, which takes a long time in the whole learning process and has high requirements for the corresponding supporting implementation.

4. REFORM MEASURES FOR COMPREHENSIVE PRACTICAL TRAINING OF MECHATRONICS

(I) Carry out practical training based on intelligent manufacturing

As a higher vocational college, it should take into account the employment issues of students after graduation. Therefore, in the process of designing the mechatronics training teaching program, it is necessary to closely integrate the development dynamics of the local electromechanical industry in Dongguan to ensure that students fully grasp the professional knowledge related to mechatronics through practical training.

First of all, the training content should be carried out around intelligent manufacturing. The teacher team should thoroughly study the development trend of local electromechanical enterprises in Dongguan, and combine the latest mechatronics technology at home and abroad to design a certain targeted training program. Of course, you can also learn from the topics of the National Undergraduate Electromechanical Competition as a practical training topic, which can effectively expand the knowledge of students. When selecting a topic, the teacher should take into account the learning ability and comprehension ability of the student group, which can appropriately reduce the difficulty on the basis of the competition topic. Secondly, practical training teaching should introduce software programming to encourage students to master the ability to use software and hardware in combination. The core of intelligent manufacturing lies in the effective combination of machinery and computers. Computer programs are used to control the operation of motors or mechanical arms, so the training content needs to increase the content of the software part, so that students should be fully aware of the importance of computer technology for mechatronics.

(II) Design open topics

From the perspective of the development trend of local and national electromechanical enterprises in Dongguan, the requirements for technical talents are gradually increasing, and the demand for professional talents is gradually shifted to the demand for innovative talents. It is generally required that staff have a certain ability to innovate, rather than just refer to theoretical knowledge to solve problems.

In order to stimulate students' innovative ability, the effective combination of theory and practice is one of the main measures to reform the teaching model. Teachers should design open topics, give specific requirements, and the ultimate goals to be achieved, and then let students complete the training through reading literature and experiments. Since there is no standardized process that students can learn from when completing the training tasks, they need to think constantly, solve the problem step by step and achieve the final result. In the process of students completing the training, teachers need to give full play to their guiding role. On the one hand, they need to organize seminars regularly so that every student can

explain the progress of their training and the problems encountered in the training process. After a student finished speaking, he answered questions and pointed out the student's problem. On the other hand, the teacher needs to provide necessary guidance to the students during the process of completing the training tasks. It should properly explain the theoretical knowledge contained in the training topics, and indirectly provide students with a direction. Of course, considering the cultural level of students, teachers must pay attention to control the difficulty of the subject itself when designing the open subject, and conform to the level of students, so as to avoid too high difficulty of the subject to hit students.

(III) School-enterprise joint training

As far as most vocational colleges in Dongguan are concerned, the teaching staff is limited and cannot provide students with high-end training equipment. This factor will directly affect the quality of training. In order to effectively guarantee the quality of mechatronics training, it is necessary to coordinate enterprises to jointly carry out training and teaching. For schools, enterprises provide training positions can let students better understand the nature and main content of mechanical and electrical integration, and for enterprises, they can sign directional agreements with the school, recruit excellent graduates, realize the talent reserve plan.

In order to ensure the quality of the school-enterprise joint training, the school should divide the students into several groups, and each group has an engineer stationed by the company as the master to lead the students to complete the internship. Each team takes a rotation internship, and after a week of training in one department, they go to another department to participate in the training. The group training mode can effectively improve the quality of training. For each group, they will be exposed to different training content every week to protect students' interest in learning. The group itself is small, and every student can fully understand the theoretical knowledge contained in the training content. In order to ensure the quality of training, students should be comprehensively evaluated after the training, which is carried out in the form of a

combination of written examination and practical exercises. The list of students with excellent performance in the evaluation should also be reported to the enterprise to provide a reference for its selection of talents.

5. CONCLUSION

Through the above analysis of the reform method of mechatronics practice teaching, we can make it clear that because each teaching link is different. Therefore, for different teaching links, different scientific and effective teaching reform methods and methods with a certain degree of operability should be adopted. In the process of carrying out practical training and teaching work, on the one hand, it should focus on inspiring students' thinking so that students can complete practical training tasks on their own. On the other hand, it is necessary to continuously innovate practical training topics. The teacher team should combine the overall development of mechatronics and the employment forms of mechatronics to study open topics. Of course, training courses should also be connected with employment. Teachers should analyze the employment trends of local electromechanical students in Dongguan and design training topics that meet the needs of Dongguan.

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On the Reference and Permeation of Traditional Culture in Graphic Design

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Abstract: Applying the rich historical and cultural connotation of Chinese traditional culture to graphic design can make the works have more unique cultural characteristics and fully show the artistic charm of traditional culture. Traditional culture, as a precious historical resource of the Chinese nation, contains rich spiritual connotations. It is the crystallization of the wisdom of countless working people. Its penetration in graphic design adds the unique artistic charm of traditional culture and realizes the visual expression of implicit spiritual thoughts. At the same time, it is also an effective way to inherit traditional culture. Based on the analysis of the reference and penetration of Chinese traditional cultural elements in graphic design, this paper explores the importance of Chinese traditional cultural elements in graphic design, and then promotes the positive role of Chinese traditional cultural elements in graphic design.

Keywords: Traditional Culture; Graphic Design; Reference; Penetration

I. IMPORTANCE OF INTEGRATING TRADITIONAL CULTURE INTO GRAPHIC DESIGN

Graphic design is a visual art that uses colors and lines to explain content. The integration of traditional cultural elements enhances the cultural attributes of graphic design and makes the visual impact stronger[1]. The integration and development of modern graphic design and traditional culture is not only the mainstream trend of graphic design in the future, but also an important way to promote traditional Chinese culture[2]. In addition to analyzing the commonalities between traditional pattern style and modern graphic design, the integration of traditional artistic elements and modern graphic design gives graphic design a deeper spiritual and cultural connotation, which is conducive to the diversified development of graphic design[3].

The integration of Chinese traditional cultural and artistic elements into graphic design can highlight the rich cultural deposits of modern graphic design and help improve the overall quality of modern graphic design. Therefore, it is particularly important to integrate Chinese traditional culture and art elements into modern graphic design.

II. THE VALUE OF INTEGRATING TRADITIONAL CULTURE INTO GRAPHIC DESIGN

China has a vast land and abundant resources, and its traditional culture has lasted forever. In the long Chinese history, all dynasties and dynasties have left us a lot of precious traditional culture[4]. According to the characteristics of different dynasties and different regions, there are unique cultural and artistic backgrounds. Many historical relics and artworks are silently telling the story of the rise and fall of an era. Graphic design has taken

shape in ancient times. For example, porcelain and embroidery, screens and silk paintings all reflect the use of graphic design in traditional culture. The ink and calligraphy of ancient literati and inkmen can also reflect the artistic characteristics of composition, and the Mogao Grottoes in Dunhuang are actually the originator of graphic design, while modern graphic design is mostly used for decoration and commercial purposes, and lacks artistic connotation[5]. They all have the same commercial flavor as the assembly line. If modern graphic design draws on the connotation of traditional culture, it will reflect extraordinary artistic effects. Show the great rejuvenation of the Chinese nation and show the passionate national integrity. Only this kind of graphic design can be unique and not be assimilated by commercial products. Only then can it lead the qualitative improvement of the cultural connotation of graphic design and show the unique charm of the work[6].

III. TRADITIONAL CULTURE IN THE GRAPHIC DESIGN OF REFERENCE

(I) Drawing lessons from traditional Chinese painting art forms

The creative tradition and artistic style of traditional Chinese painting are borrowed from modern graphic design, and a diversified development pattern such as ink painting and freehand brushwork has opened a new door to the concept and direction of graphic design. It mainly reflects the alternation and thinking between the virtual and the real in the picture, as well as the changes in the harmony of yin and yang in the space and painting[7]. However, Gongbi painting mainly requires some subtle styles and expressions. Many graphic designs began to learn from the elements of Chinese painting art, especially the effect of ink and wash, and the response was strong. It not only opens up the artistic creative thinking of graphic designers, but also expands the expressive tension of their design works, effectively combining the artistic essence of traditional culture with graphic art design.

(II) Drawing lessons from the writing art form of Chinese characters

Chinese characters are an important artistic treasure of Chinese traditional culture and art, including a variety of writing forms of calligraphy. Therefore, the plastic art of Chinese characters is most widely used as a reference in graphic design. At the same time, calligraphy is also the essence of our traditional culture, and there are many kinds of calligraphy writing fonts[8]. In the course of its development and evolution, it will become a unique plastic art. Most graphic designs are written in artistic and design style. Therefore, the unique Chinese calligraphy art effectively highlights the personality and artistic characteristics of the Chinese nation, provides rich

creative materials and inspiration for the development of graphic design, endows graphic design with profound cultural and artistic connotation, and shows a broad space for the development of graphic design art forms.

(III) Draw lessons from traditional decorative graphic art
Chinese traditional culture is all-encompassing and contains a variety of visual communication concepts. Graphic symbols are important tools for conveying and interpreting information in ancient times. Their "form", "color", "god" and "meaning" permeate the essence of traditional Chinese culture, including visual symbols of people, animals, plants, totems and geometric shapes[9]. The shapes of these symbols are all traditional imprinted elements that record the connotation of traditional culture. China's unique aesthetic spirit has become an inexhaustible source of inspiration for modern graphic design. At the same time, many traditional visual elements have been given new life and value in modern design. Traditional Chinese art and decorative patterns are rich in styles, and most of them evolved from the development of auspicious meanings and beautiful symbolic patterns. This kind of beautiful allegorical pictorial styles are deeply loved by the public. The deep cultural connotation in the totem not only conforms to the creative design concept of modern graphic design, it can well express the cultural taste of traditional Chinese art. Therefore, modern graphic design should draw creative inspiration from the profound connotation of Chinese traditional culture. It must be a perfect combination of traditional patterns and modern visual forms, explore and study artistic elements that meet contemporary aesthetic requirements, it must also be able to truly reflect the artistic charm of unique national characteristics.

(IV) Learn from the beautiful meaning of traditional culture

With traditional historical allusions, myths and legends, literary works, idioms and stories, characters and geographical scenery, as well as combinations of specific things that can be linked[10]. Lotus flowers, for example, symbolize "getting out of the mud without staining". The plum blossom is associated with "the fragrance of plum blossom comes from bitter cold", the magpie's meaning to the Chinese is an auspicious animal, "a magpie screams, something good will happen" folk proverb. The "dragon and phoenix present auspiciousness" with mythological elements is also a good and auspicious meaning in Chinese culture and history. It has been used since ancient times, and it is also a symbol of wealth. These elements with "Chinese flavor" show the peaceful meaning of traditional Chinese culture.

IV APPLICATION RANGE OF TRADITIONAL CULTURAL ELEMENTS

(I) Advertising poster design

Poster design is inextricably linked with traditional culture. For this reason, the excavation of traditional culture in contemporary poster design reflects the designer's deep understanding and absorption of the essence of traditional culture. China's traditional culture is extensive and profound. This profound cultural heritage is

a precious resource that has been precipitated through thousands of years of evolution. It has played a positive role in reference and enlightenment to various artistic creative design concepts. Poster design has gradually become an important mass media, poster design has been widely used in commercial promotion and other purposes, poster publicity is not only to attract people's attention, but also a beautiful propaganda language, and it reflects the traditional culture and social culture of the Chinese nation.

(II) Trademark logo graphic design

A trademark logo is a symbolic special graphic symbol of a brand or an enterprise, expressing its own spiritual concept. In the graphic design system, a trademark logo is a collection of ideas that integrates a variety of creative elements. As an important part of the modern visual communication graphic design system, the trademark logo expresses a specific spirit and concept through a special graphic combination. Take the tripod in traditional culture as an example. In ancient times, the tripod was the representative of the Chinese bronze culture period. The tripod was regarded as an important tool for the founding of the nation and a symbol of the country and power. The brand trademark is shown in Figure (1).



Figure 1 Brand trademark
CONCLUSION

The future development of my country's graphic design should learn from the elements of Chinese traditional art and achieve a perfect combination with Chinese traditional art. In this way, it is possible to design graphic design works that have traditional cultural connotations and conform to modern aesthetic concepts.

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Analysis on the Cultivation Countermeasures of Cultural Confidence in the Course of Ideology and Politics in Colleges and Universities

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Abstract: Cultivating the cultural self-confidence of contemporary college students is the unshirkable mission and responsibility of the ideological and political courses of colleges and universities. How to improve the cultivating effect of ideological and political courses in colleges and universities in terms of cultural self-confidence is of great and far-reaching significance. This article considers the cultivation of cultural self-confidence from the integration of teaching content, the transformation of teacher awareness and the improvement of quality, the enrichment of teaching methods, the implementation of curriculum status, and the construction of students' cultural self-confidence concept, in order to create a better ideological and political classroom in colleges and universities.

Key Words: Cultural Self-Confidence; Ideological And Political Courses; Cultivation

1. THE IMPORTANCE OF CULTIVATING THE CULTURAL CONFIDENCE OF COLLEGE STUDENTS

Culture is the soul of a country and a nation. Culture rejuvenates the country and prosperity, the culture is strong and the nation is strong. Without a high degree of cultural confidence and cultural prosperity, there would be no great rejuvenation of the Chinese nation.^[1] Cultural self-confidence, one of the "four self-confidences", is a more basic and deeper level of self-confidence. Strengthen the self-confidence of the socialist road with Chinese characteristics, theoretical self-confidence, institutional self-confidence, in the final analysis, cultural self-confidence.^[2] In his report to the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping pointed out that "the prosperity of the youth leads to the prosperity of the country, and the strong youth makes the country strong. If the younger generation has ideals, capabilities and responsibilities, the country has a future and the nation has hope."^[3] In the next 100-year development goal to be completed and the new journey of realizing the Chinese dream of the great rejuvenation of the Chinese nation, contemporary college students are the new force and the main force to undertake this task in the future. Their cultural self-confidence is not only related to their own development, but also affects and restricts the development of our entire Chinese nation and the prosperity of the country. Cultivating the cultural self-confidence of contemporary college students is the unshirkable mission and responsibility of the ideological and political theory courses of colleges and universities.

The great rejuvenation of the Chinese nation is just around the corner when the younger generation is full of confidence in their own culture. True cultural self-confidence must not only overcome "cultural inferiority", but also prevent "cultural conceit". Since the Opium War, the cultural self-confidence of the Chinese people has been declining. On the one hand, they are "cultural conceit", indulging in the dream of going up to the country and refusing to recognize the advanced and powerful of the West. When being devastated by the West, the Chinese people have become deeply inferior. With the establishment of New China, we began to regain our self-confidence, especially the victory of the War to Resist US Aggression and Aid Korea, the successful launch of the "two bombs and one satellite", etc., all made our country's morale high and self-confidence multiplied. After the reform and opening up, we have become rich and have a deeper integration with the world. More people have gone out of the country, seeing the world outside of China, and our self-confidence is also growing. Today, our country has entered a new era of socialism with Chinese characteristics. China will not only stand up and become prosperous, but must also become stronger and realize the great rejuvenation of the Chinese nation. We have more confidence. But on the other hand, we will also find that our cultural self-confidence is not high enough. It is especially important to cultivate a higher level of cultural self-confidence. Many positive and negative examples in reality are vivid teaching materials.

For example, since the reform and opening up, many people have had the opportunity to go abroad and get to know the outside world. Many people always believe that the moon in foreign countries is rounder than China. Such incidents are not uncommon. We can all think it's the practice of only a small group of people and will not have any major impact. However, the incident of Hong Kong's legislative amendments in 2019 has sounded a heavy alarm for us. There are many reasons for the incident of Hong Kong's legislative amendments, but the lack of cultural self-confidence of a small part of Hong Kong people, especially young people, particularly the lack of cultural self-confidence of socialism with Chinese characteristics, is one of the very important factors. Many young people in Hong Kong lack or incomplete national education. Many people do not understand the motherland, the mainland, the socialist road of China, the close relationship between Hong Kong and the mainland, the lack of national and ethnic identity, and even hatred for China, hostile to the mainland, they are also very easy to

be used by those Western forces that have long been committed to hindering and undermining China's development, so they are unscrupulous and frantic. Their actions not only affect the prosperity and stability of Hong Kong, but also the prosperity and stability of China as a whole. This incident also gave the majority of Chinese people a vivid patriotism education class, allowing us to more deeply understand the importance of road self-confidence, theoretical self-confidence and cultural self-confidence.

In addition, the occurrence of COVID-19 has educated us from the front. Looking at the global fight against the pandemic, China's perfect response to the pandemic not only vividly reflects the superiority of the leadership of the Communist Party of China and the superiority of the Chinese socialist system, but also fully reflects the superiority of the collective spirit of selfless dedication in traditional Chinese culture. These are vivid materials that cultivate students' cultural self-confidence, and they are also the best materials for us to convey the Chinese spirit and tell Chinese stories to the world.

Cultural self-confidence can provide us with spiritual support and make our country and nation full of creativity and cohesion.

2. CULTIVATION COUNTERMEASURES OF CULTURAL CONFIDENCE IN IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES

Cultivating the cultural self-confidence of contemporary college students is related to the future development of the country and the nation, and college ideological and political teachers are duty-bound. How to effectively improve the role of college ideological and political courses in cultivating college students' cultural self-confidence is a question that every ideological and political teacher must seriously consider. This paper attempts to explore the cultivation countermeasures of cultural self-confidence in ideological and political courses in colleges and universities from the following aspects.

2.1 Strengthen awareness, integrate content and dig deeper

It is necessary to strengthen the teacher's cultural self-confidence and education responsibility awareness. Only with a clear awareness can sufficient attention be drawn. With enough attention, the teaching content can be better explored in depth and combined with the cultural self-confidence teaching of other ideological and political courses. The content is integrated, so that the culture can be confident in the education system and proceed in depth. Enrich campus culture, create a good and healthy network culture, and carry out a variety of cultural practice activities, so that students can always feel the charm of culture.

2.2 Improve teachers' cultural literacy, enrich education and teaching methods

The improvement of teachers' cultural quality often depends on themselves, but external influences are indispensable. For example, holding some related competitions, through giving some incentives to

outstanding teachers, forming a good learning atmosphere and increasing learning motivation. The second is to create convenient conditions to provide and create more learning opportunities for teachers, which is convenient for teachers to learn, and can better and effectively improve their abilities and accomplishments. After the epidemic, the rapid development of online courses and training has also brought a lot of convenience to teachers' learning. Just like a series of online teacher training courses in the summer vacation, courses that were previously only for a few teachers, a few schools, or a few regions can be used for many teachers from all over the country at the same time, breaking the limitations of time and region, learning and communicating together, and helping teachers growing up. Of course, there are various methods of education and teaching, and the most effective ones are the best. This requires every ideological and political teacher to choose and study appropriate education and teaching methods based on his own, combined with the characteristics of the courses taught, and the majors he brings. Explain the profound things in a simple way, understand the emotions, and deeply brand cultural confidence in the hearts of students. The rational and effective use of modern media to serve teaching is the result of the continuous development of information technology, and it is also one of the development directions of future education. Modern media can perfectly integrate images, text, and sound to present them completely, creating more appropriate and perfect cultural scenes, and changing the traditional ideological and political curriculum that has many theoretical teachings and boring content. This is not only a challenge faced by current ideological and political teachers, but also a problem that every teacher has handled well.

2.3 Implement the status of the curriculum and create a good atmosphere

Ideological and political courses have been marginalized for a long time, which has a lot to do with the test-oriented education that has been promoted for a long time in our country. Exam-oriented education is utilitarian and short-sighted, and it is inevitable that people feel that ideological and political courses are irrelevant. In recent years, ideological and political courses have been highly valued by the country, especially now that the construction of a curriculum ideological and political system is proposed. These will undoubtedly make the ideological and political courses be valued by more people and more teachers. With sufficient attention from teachers, students under the influence of teachers, they will also pay more attention to the learning of ideological and political courses. The influence of a good atmosphere surpasses a thousand words of a teacher, and it moisturizes things silently.

2.4 Guide students to build a correct view of cultural self-confidence

True cultural self-confidence is a kind of rational thinking and awareness, an open cultural mind, and a cultural concept and practice method established under the guidance of a scientific worldview and methodology. This requires us not only to let students know, respect and cherish excellent traditional culture of one's own nation,

and can rationally treat the culture of other nations and countries, and get rid of the long-term cultural confusion. At the same time, cultural self-confidence is not a blind self-confidence, abstract concept, but based on Chinese reality, dare to assume responsibility, and be the inheritor, defender and pioneer of Chinese culture. The continuous increase of our self-confidence stems from the continuous enhancement of our strength. The best way to enhance our cultural self-confidence is to let students deeply understand that the best way to enhance our cultural self-confidence is to study hard, be talented, and devote ourselves to the construction of the Chinese Dream of China's great rejuvenation. Only by enhancing our strength can we have sufficient confidence in our culture.

3. SUMMARIZE

As the saying goes: "There are methods for teaching, but there is no method for teaching." Culture is everywhere, with a long history, and culture seems to be intangible. Therefore, cultivating college students' cultural confidence is a long-term and complex task. We must combine the characteristics of the times, combining with

students' actual situation, often thinking, researching and summing up, discussing the countermeasures to improve the cultivation of cultural self-confidence, and continuously improving the cultivation effect of cultural self-confidence.

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On the Integration Practice of Cultural Factors and Online Celebrity Economy in the Social Media Environment

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Abstract: Driven by social media platforms such as the internet and new media, online celebrity economy has entered public life as a new way of information transmission. The birth of online celebrity economy has a great impact on Chinese traditional culture and other cultural factors, and opens up new channels for cultural communication. During this period, as a product of the short video era, internet celebrities have gradually been excavated, and gradually become a bridge between Chinese cultural factors and internet celebrity economy. Taking Weiya as an example, this paper discusses the impact and value of the integration of Chinese cultural factors and online celebrity economy in the social media environment, and how to better spread cultural factors and tell Chinese stories in the era of network environment.

Keywords: Social media; Cultural factors; Internet celebrity economy; Short video

1. INTEGRATION OF CULTURAL FACTORS IN ONLINE CELEBRITY ECONOMY

Nowadays, with the rapid development of information technology and the continuous expansion and evolution of network platform operation, more and more people hope to understand all kinds of cultural elements through network media. At the same time, more urban internet users are willing to improve consumption quality through short videos, which undoubtedly lays the foundation for the rise of network economy. Under the comprehensive action of various factors, online celebrity economy and Chinese cultural factors are integrated with each other, and their integration value is reflected in the process of continuous development. As an important part of cultural factors, Chinese traditional food and cultural heritage have attracted extensive attention in the social media environment. Based on the current development situation of short video, this paper integrates the cultural factors of Chinese traditional food with the online celebrity economy, in order to spread Chinese traditional culture more widely and far-reaching, and let foreign audiences understand the extensive and profound of Chinese culture through the way of online celebrity "bringing goods".

1.1 Integration of clothing factors

In recent years, Hanfu, as the representative of clothing, has become the main symbol of Chinese cultural factors. The soft, elegant and comfortable, implicit and restrained characteristics of Hanfu are very similar to the Chinese character, and have become an indispensable and important part of online celebrity economy. In the social

media environment, a large number of Hanfu lovers began to shoot through the internet, making the public understand Hanfu and realize the power and importance of online celebrity economy. In addition, by integrating Hanfu into the online celebrity economy, Hanfu will be promoted to go out of China and go to the world, so as to show the Chinese beauty of Hanfu. As a leader in the online celebrity economy, Weiya often wears Hanfu in short videos, which makes the short videos more charming and classic, makes the public better understand the culture of Hanfu, and more agree with the communication and development of Hanfu in short videos. Other network experts have also used Hanfu as decoration in short videos, and demonstrated the needle by needle production process of Hanfu, so as to convey the different beauty of Chinese culture. Especially when winter comes, the major network anchors will wear Hanfu and walk in the mountains and rivers with white snow and bright and beautiful contrast, so that the audience can enjoy the visual feast, and also promote more viewers to change their traditional views on the online celebrity economy, which will help to tell Chinese stories and spread cultural factors.

1.2 Integration of traditional music and landscape painting

Music and pictures are indispensable factors that constitute short videos, and also the fundamental reason for the rapid development of online celebrity economy. They have become an important way and channel for the dissemination of Chinese culture. Among the short videos of internet celebrities, traditional music is the most popular. The reason is that traditional music is full of strong ancient flavor, which can express Chinese traditional culture incisively and vividly, add oriental color and cultural flavor to the development of short video, and attract more audiences to watch short video. This not only promotes the rapid economic development, but also provides power for the dissemination of culture. In addition to the integration of traditional music, traditional landscape painting is also one of the reasons to attract the public to watch short videos. Long ago, the ancients integrated the beauty of landscape into their paintings and created many paintings about the beauty of landscape. Nowadays, with the rapid development of social media, landscape painting frequently appears in online short videos, which lays the foundation for the sustainable development of online celebrity economy to a certain extent. Therefore, the integration of traditional music and landscape painting into the online celebrity economy can

lay the foundation for the development of the online celebrity economy and the internet to a certain extent, and can also become one of the reasons for the rapid development of the online celebrity economy.

2. THE INFLUENCE OF INTERNET CELEBRITY ECONOMY ON THE SPREAD OF CULTURAL FACTORS

2.1 Enhance teenagers' learning of Chinese traditional cultural factors

Short video lays the foundation for the development of online celebrity economy. At the same time, it can also promote the dissemination of cultural factors to a certain extent, enhance the understanding and learning of teenagers and the public about Chinese traditional culture, and let more foreign friends understand the unique charm of Chinese traditional culture through short video. In recent years, with the rapid development of online celebrity economy and the vigorous publicity of Chinese excellent traditional culture, this further proves the importance of online celebrity economy in today's internet and social media environment. Teenagers like to explore culture and share excellent culture, but few people deeply study its significance. As a representative of the internet and social media environment, online celebrities enable teenagers to deeply understand and learn cultural factors, such as food, clothing or other cultures through short videos. Internet celebrities spread and carry forward China's culture with a long history by means of short video explanation, so that the young generation can understand its charm through the internet, so as to enhance national self-confidence and strengthen the publicity and promotion of cultural factors in internet celebrity economy.

2.2 Promote the external dissemination of Chinese cultural factors

In the social media environment, the short videos of online celebrities are welcomed and loved by domestic audiences and We-media. At the same time, they have also become high-quality products praised by foreign friends. For example, Weiya has more than 8 million fans in foreign short video platforms, which is much more popular than some foreign We-media. It is precisely because of the emergence of these short videos and the rapid development of online celebrity economy that Chinese traditional cuisine such as Lanzhou ramen, beef granules and moon cakes gradually enter the eyes of foreign friends, so that Chinese culture can quickly spread and develop with the help of online celebrity economy. This way not only makes foreign friends understand the profound and depth of food culture, but also makes them deeply understand the eating habits and humanistic spirit of the Chinese people, which lays a deep foundation for telling Chinese stories and spreading Chinese culture. Nowadays, more and more foreign friends begin to love Chinese food, and even come to China thousands of miles to feel the extensive and depth of Chinese culture and enjoy traditional food. Therefore, the emergence of online celebrity economy not only builds a bridge for the external communication of Chinese culture, but also provides a basis for more teenagers to study and learn Chinese culture.

3. THE VALUE OF THE INTEGRATION OF CULTURAL FACTORS AND ONLINE CELEBRITY ECONOMY

3.1 Present the essence of Chinese culture

As one of the most popular anchors in the online celebrity economy, Weiya usually goes to different places to taste delicious food and share it with the audience in the form of short videos, making the food culture one of the foundations for the rapid development of the online celebrity economy. Nowadays, most young people are busy with work and eat mostly simple meals. They rarely study and enjoy delicious food at home, and they don't spend time to understand Chinese cuisine. However, the emergence of short videos enables most people to learn how to cook and learn about different cuisines without leaving home. This can not only make millions of audiences fall in love with the communication mode of short video, but also make them discover and understand the charm of food, and then understand the essence of Chinese culture. For example, the short video on food will share the production process of traditional food and introduce the production tools to the young generation, so as to promote the young generation to understand the Chinese traditional food culture in a more intuitive way, let them know the complex process of food production, and teach them to wait patiently. In the era of online celebrity economy, short videos not only make the young generation better understand Chinese culture, but also tell people that cooking food is the same as life. They need to calm down, slow down and treat it carefully in order to get enough fun and harvest. In addition, the combination of online celebrity economy and Chinese culture is actually the combination of short video, internet and social media and culture, which undoubtedly enables more consumers to buy products and understand culture without leaving home, and enables foreign friends to understand Chinese culture through this media, so as to transmit and carry forward the essence of Chinese culture, and also realizes the value of the integration of online celebrity economy and cultural factors.

3.2 Conform to the trend of public aesthetics

In the social media environment, the internet collects all kinds of information and disseminates it through high-speed and information-based methods, which forms the short video in the era of online celebrity economy. From traditional abstract text to dynamic video and sound, all have changed the public's way of life and information presentation. For contemporary youth, short video is more convenient. Compared with the traditional way of only text presentation, modern short video has become one of the bases for the public to spend their leisure time and actively integrate into the media. The well-known news broadcast also followed the short video to change the traditional broadcasting mode, change the rigid and solemn image in the past, and change to the expression mode of grounding, so as to harvest many fans in only one day. In addition, with the help of the platform of social media, news broadcast also opened its own short video account to upload the daily life of news broadcast hosts, which prompted the public to pay more attention to the

program of news broadcast on the basis of understanding Chinese traditional culture, so as to lay a deep foundation for the dissemination of Chinese culture. It is precisely because of the development of online celebrity economy and social media that it has quickly integrated into Chinese traditional culture, and shot short videos with the help of the way loved by the young generation. While spreading cultural factors, it has won the public's love, complied with the public aesthetic trend, and then obtained a good communication effect.

3.3 Enhance youth's cultural identity

For thousands of years, Chinese traditional culture has a long history and has been growing continuously, which provides an inexhaustible driving force for enhancing teenagers' cultural identity. Facing the diversified information and culture brought by the internet, the excellent traditional Chinese culture once lost its development confidence, so it is more necessary to think from a cultural perspective in order to enhance cultural identity and enhance national identity. In the social media environment, the public integrates the online celebrity economy into the development of traditional culture and inherits traditional culture through short videos, so that the public can enhance their cultural identity on the basis of understanding the culture with humanistic feelings. As of December 2019, the broadcast volume of short videos has exceeded trillion. More and more short videos rich in excellent traditional culture have been forwarded in large quantities, and most of these videos are close to the life of ordinary people, which not only attracts the public to watch to a certain extent, but also enhances their sense of cultural identity and belonging. Although in the social media environment, traditional culture has also experienced some setbacks and ups and downs. However, in the era of online celebrity economy, the traditional culture has also been publicized and carried forward, so that the traditional culture can develop rapidly with the help of online celebrity economy, which is the value of the integration of online celebrity economy and Chinese cultural factors. With the gradual outbreak of the online celebrity economy, the Chinese cultural factors have developed rapidly through short videos, which makes the young generation gradually understand and recognize the cultural factors, and lays the foundation for cultural publicity and promotion.

4. EPILOGUE

With the continuous development of science and technology and information technology, as the foundation of online celebrity economy, short video has become an indispensable part of people's daily life, and it is also one of the important forces to promote the publicity of traditional culture. Taking the publicity of network anchor for culture in the era of network red economy development as an example, this paper analyzes the value of the integration of network celebrity economy and Chinese cultural factors and the influence of the former on the latter. In the future development process, there will be all kinds of short videos, and the online celebrity economy will develop rapidly and healthily. The main body of relevant short videos should aim at publicizing traditional culture and realize innovation and development on the basis of continuous inheritance, so as to publicize and carry forward cultural factors in the era of online celebrity economy and internet, so as to provide an inexhaustible driving force for the younger generation to understand and spread traditional culture and promote the best inheritance and dissemination of Chinese traditional culture.

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Research on the Intergration Mechanism of Production and Education in Vocational Colleges

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Abstract: Vocational colleges promote industrial transformation and upgrading and serve economic and social development through the realization of functions such as personnel training, technological innovation, and social services. At present, the school-enterprise cooperation of vocational education in my country still has areas that are not compatible with the regional industrial transformation and upgrading. There are outstanding problems such as the lack of motivation, lack of motivation, and lack of willingness in cooperative education. It is difficult to meet the impact of economic restructuring and industrial transformation and upgrading. Demand. Vocational colleges should deepen the integration mechanism of production and education, broaden the school-running model, absorb multiple investments, coordinate management, diversify and coordinate education, and comprehensively improve the quality of talent training. **Keywords:** Production And Education Intergration; Higher Vocational Education

1. INTRODUCTION

The process of integration of industry and education in modern vocational education is roughly divided into three stages: the stage of docking industry and education, vocational colleges cultivate skilled talents for enterprises, and there is little cooperation between the supply and demand sides; the stage of collaboration between industry and education, vocational colleges and enterprises cooperate to develop personnel training and technical services; The symbiosis of production and education, the simultaneous planning of production and education, and the all-round cooperation between schools and enterprises for a win-win situation. In recent years, the integration of industry and education in my country's vocational education has been continuously deepened, and it is moving towards the symbiosis of industry and education, but it also faces various difficulties. The report of the Nineteenth National Congress of the Communist Party of China put forward "improving the vocational education and training system, deepening the integration of industry and education, and school-enterprise cooperation" to provide strong support for accelerating this process. In 2019, the Ministry of Education issued the "National Vocational Education

Reform Implementation Plan" to further promote in-depth cooperation between vocational colleges and professional related enterprises. From companies providing only training posts to companies participating in the formulation of talent training programs; from companies providing only reference materials to companies participating in the curriculum system construction and teaching model discussion; from companies providing post masters to companies equipped with enterprise instructors to jointly study teaching projects, production and education. The depth of integration is constantly deepening, and the issues of the integration of industry and education are constantly being detailed and refined.

The sudden spread of Novel coronavirus pneumonia epidemic this year has had an unpredictable impact on the development of the world economy. For the future, ensuring the employment of residents, ensuring the market main body, and ensuring the stability of the supply chain of the industrial chain cannot bypass the two cores of "production" and "teaching". The key elements are that only further deepening the integration of industry and education and allowing industry and education to coexist and prosper together can promote high-quality economic and social development.

2. THE STATUS QUO OF THE INTEGRATION OF INDUSTRY AND EDUCATION IN HIGHER VOCATIONAL COLLEGES

2.1 The Professional Dynamic Adjustment Mechanism of Vocational Colleges Has Not Been Established, the Accuracy of the Professional Group Docking Industry Chain Is Not Enough, and the Scale of Serving Emerging Industry Graduates Is Too Small

At present, my country's economy is developing rapidly, traditional industries are faced with transformation and upgrading, and emerging industries are also constantly developing [1]. These all put forward new requirements for high-quality technical talents. Against this background, higher vocational colleges must be keenly aware of the company's need for talent and quickly keep up with the company's development. But at present, the school's talent training and the needs of society still do not match, and it cannot meet the needs of enterprise development [2]. The professional group is a professional cluster consisting of one or more key construction majors with

strong school strength and high employment rate as the core major, and several majors with the same basic foundation, similar technical fields, related job positions, and teaching resource sharing. Therefore, the construction of professional groups in colleges and universities needs to connect to an industry chain in a region according to its own characteristics, analyze the direction of the industry chain in the future, deconstruct and reconstruct the original professional structure, and build a new teaching system in a cooperative and innovative way. Through the construction of professional groups, it can better serve local enterprises in related industries and provide talent support for regional industrial groups [3]. Since the professional group is a systematic project, it involves more majors and departments, and the promotion time is longer. There is a lack of coordination and communication in the linkage process of various departments. The management system and mechanism construction is still not perfect. The professional group construction system needs to be optimized. At the same time, the professional group has obvious homogeneity, the characteristics of professional group talent training are not prominent, and the ability to coordinate innovation, service industry upgrade, and lead the development of the industry is insufficient; the connotation of the talent training model based on professional group docking needs to be enriched, and the professional group curriculum system needs continuous Optimization, the content of the course needs to be closer to the actual situation of the post, and the development of the combination of work and study should be increased.

2.2 School-enterprise Cooperation in Educating People Generally Lacks Depth, and the Cultivation of High-Skilled Talents Is Insufficient to Meet the Needs of Industrial Upgrading

At present, the cooperation between schools and enterprises and the integration of industry and education are still in the exploration stage. Most of them are loose cooperation at a shallow level, lacking close cooperation at a high level, and failing to give full play to the advantages of both sides [4]. Schools and enterprises have different views on the meaning of the integration of industry and education. The phenomenon of "schools are hot and enterprises are cold" generally exists. Enterprises lack the enthusiasm for deep participation, and higher vocational colleges have failed to play their due role. The lack of government-led integration of industry and education is the only way for higher vocational colleges to cultivate high-quality technical skills. With the introduction of a series of national policies, great achievements have been made in the integration of industry and education in higher vocational colleges, but there are still some deficiencies. Higher vocational colleges should deepen the integration of industry and education, seek a point of interest, promote the reform of the curriculum system, build a team of teachers,

build an evaluation mechanism, and comprehensively improve the quality of talent training. It is far from enough to ensure and coordinate the cooperation between the guarantee mechanism and the restraint mechanism by higher vocational colleges. Enterprises have played a role of passive participation, which has greatly reduced the enthusiasm of all parties to the cooperation.

2.3 Technical Services for Enterprises Are Still Weak

The reasons for the weak technical services provided by vocational colleges for enterprises mainly include the following aspects [5]: First, enterprises believe that there is still a considerable proportion of higher vocational colleges in the form, there is no substantial school-enterprise cooperation content, and there are obvious forms. Traces of doctrine. The second is the outstanding characteristics of serving the school, such as the placement of students for internships and the promotion of school education and teaching reform, etc., rather than serving the development of enterprises out of initiative. Third, there is a single channel for cooperation, and it still stops at the shallow level of cooperation with internship training as the main form. Fourth, it is far from being the main support for employee training in cooperative enterprises.

3. DEEPEN THE CONSTRUCTION OF THE INTEGRATION MECHANISM OF PRODUCTION AND EDUCATION IN VOCATIONAL EDUCATION

3.1 Optimize the Coupling Mechanism and Tap the Potential of Industry-Education Symbiosis

The central, provincial, city, and county government departments set up institutions specifically responsible for enterprise participation in vocational education, establish and improve coordination mechanisms for enterprise participation in vocational education, and integrate and coordinate policies and measures of various departments [6]. The government may also specifically organize and guide the industry to participate in the vocational education compensation mechanism by the industry through authorization or commission. In my country, the Ministry of Education has established a number of "industry skill development centers" under the Department of Vocational Education, or entrusted the industry to coordinate the education work of the industry. Provinces, cities, and counties have also established corresponding management mechanisms. In this way, the industry plays an "intermediary" role, which is conducive to the establishment of a balance mechanism between schools and enterprises. On the one hand, it emphasizes the dominant position of enterprises and expands their influence in the development of vocational education. In order to consciously establish a sense of social responsibility; on the other hand, under the guidance of the scientific development concept, the government formulates laws, regulations and policies on the development of vocational education, gives industry organizations the

right to choose, participate and speak in the process of vocational education development, supervises enterprises, The implementation and coordinated development between industry organizations and vocational education build a bridge for school-enterprise cooperation.

A multi-level production-education collaborative planning system should be established to closely integrate the development of regional industries, promote the highly coupling of vocational education development and regional industry development, and accelerate the realization of “matching industries to run majors and run majors to promote industries”; promote the concentration of vocational colleges into industrial parks, Give full play to the advantages of industry and education; build an open and shared industry and education integration information service platform, and industry authorities or industry social organizations regularly release market talent demand forecast reports. Vocational schools use this as an important reference to adjust majors and enrollment, thereby ensuring the supply and demand of skilled personnel in all walks of life are dynamically balanced.

3.2 Optimize the Cooperation Mechanism and Stimulate the Vitality of School-Enterprise Cooperation

School-enterprise cooperation is not only a simple addition of the strength of two or more participants, but also a complement of resources and advantages. Colleges and universities combine talent cultivation, scientific research and social services. By cooperating with colleges and universities, enterprises can cultivate and obtain satisfactory students as reserve talents; on the other hand, they can make up for the shortcomings of lack of scientific and technological resources and low technological level, and save internal The costs incurred in R&D share the risk of failure in R&D. Therefore, the higher the quality of education in universities and colleges, the stronger their scientific research capabilities, the more they can motivate enterprises to participate in school-enterprise cooperative education.

The healthy development of the school-enterprise cooperation education with the government-led transmission mechanism requires the government to guide and intervene through legislation or administrative management [7]. On the one hand, the government has formulated laws and regulations to clarify the responsibilities, rights, and obligations of all parties to the school-enterprise cooperation education, exerting “external legitimacy” pressure on the enterprise, and prompting the enterprise to gradually recognize and pursue the value of the school-enterprise cooperation education in the course of operation; In terms of aspects, the government meets the needs of enterprises’ economic interests through financial means such as financial investment and tax incentives, and guides enterprises to participate in school-enterprise cooperation education.

The government can take the lead to formulate the “finance + finance + land + credit” combined incentive rules to create a community of school-enterprise cooperation fate: clearly include the school funding of vocational schools run by industry-educational integration enterprises into the government’s public financial budget at the same level [4]. The construction land is managed according to science and education land, and the land is provided through allocation; it is clear that the enterprise accepts internship training for vocational college students, accepts teacher post practice, and constructs the industry-education integration training base related tax preferential policies; Participate in the specific implementation methods of credit management, credit and financing support for vocational education; clarify the operation plan of joint-stock and mixed ownership schools and secondary colleges jointly organized by enterprises and vocational colleges. Construct a number of provincial engineering technology R&D centers and school-enterprise collaborative innovation centers in high-quality vocational colleges. Promote the two-way flow of corporate masters and teachers of vocational colleges, with each other taking part-time jobs and salaries.

3.3 Optimize the Incentive Mechanism and Enhance the Prosperity of Production and Education

Enterprises are profit-oriented economic organizations. This attribute determines that enterprises will consider the benefits before engaging in any social activity. It is an objective existence for enterprises to pay a certain cost for participating in vocational education. However, in retrospect, my country’s current policies and regulations on vocational education have habitually “forgotten” the provision of appropriate economic compensation for enterprises.

Enterprise participation in the construction of the vocational education compensation mechanism includes not only the regulations and policies of compensation, but also the organization and management of the relationship and operation between the government, industry, enterprises and schools [8]. This is a systematic project. The fundamental purpose of constructing a compensation mechanism for enterprises to participate in vocational education is to establish a stable long-term mechanism for enterprises to participate in vocational education, to promote the construction of China’s modern vocational education system, so that China’s vocational education has formed distinctive Chinese characteristics and joined the world’s vocational education along with economic development Powerful ranks. Therefore, the establishment of a compensation mechanism for enterprises to participate in vocational education must have clear objectives, sound institutions, perfect laws and regulations, reasonable compensation, clear responsibilities and practicality.

4. COCLUSION

Deepening the integration of industry and education is

the basic path for the transformation and development of higher vocational colleges and the cultivation of talents. Higher vocational colleges can only actively respond to the current status quo, further emancipate their minds, adapt to the new changes and new conditions of economic development in the new era, actively connect with the industry, improve the integration of industry and education, optimize all aspects of talent training, and improve the quality of high-quality skilled personnel. Only quality can promote the development of the integration of industry and education.

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A Study on the Influence of Reforming Academic Evaluation System in Colleges and Universities on College Students' Willingness to Learn Independently: Survey Data based on 6 Universities in Jiangxi Province

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Abstract: In the context of rapid development of information technology, improving college students' willingness to learn independently has become an increasingly important and difficult research issue in universities. This study uses structural equation modeling and questionnaire data from 431 university students in six universities in Jiangxi Province to explore the underlying mechanism of the reform of the academic evaluation system of universities on the willingness of university students to learn independently and the main factors affecting the motivation of university students to learn independently. The results of the study show that academic evaluation policy, course selection orientation and assessment of students and teachers have a positive and significant impact on students' willingness to learn independently. The paper concludes with suggestions for universities to moderately increase the complexity and challenge of studies and reconstruct a balanced, high-standard and fair academic assessment system, in order to carry out teaching and learning reforms in a gradual and progressive manner and improve the motivation of university students.

Keywords: Academic Evaluation System; University Students; Willingness To Learn Independently

1. INTRODUCTION

In an increasingly complex information technology and globalised society, autonomous learning thinking is required. Autonomous learning is characterised by initiative, independence and coordination, and can foster the ability of university students to develop their own initiatives and to innovate and create. Improving college students' ability to learn autonomously, which also means improving their motivation to learn, is a key research task for all modern universities. However, a review of the relevant literature on the learning situation of university students over the years shows that the lack of awareness of independent learning among university students, the lack of the spirit of inquiry for in-depth learning and the significant utilitarianism of learning motivation are the common

problems in undergraduate teaching in universities nowadays. The lack of motivation for independent learning among university students directly leads to a decline in the quality of university teaching and graduates, so it is important for the education departments of universities to improve the ability and motivation of independent learning among university students, as well as to improve the quality of their learning status.

A summary of the relevant literature shows that university students' motivation is not only influenced by their own attributes as stated in [1], but also by external factors such as higher education policies, society, family and school teaching standards and assessment methods as stated in [2]. To improve the motivation of university students, psychological, goal and social motivational strategies to promote their motivation need to be comprehensively constructed from a motivational perspective and persistence as stated in [3]. A recent report by the US National Academies of Sciences, Engineering and Medicine as stated in [10] noted that higher education is slow to adapt to a rapidly changing environment, which has a serious negative impact on college students' self-directed learning. Therefore, in the context of today's policy of reforming the academic evaluation system in higher education, the factors influencing college students' willingness to learn independently and policy recommendations to improve their motivation to learn independently are the focus of this study. Based on the previous work, this study constructs a theoretical model of college students' willingness to learn independently, adopts a structural equation model, and uses field research data from college students in six universities in Jiangxi Province to explore the intrinsic mechanism of the reform of the academic evaluation system of colleges and universities on college students' willingness to learn independently, as well as the main factors affecting college students' willingness to learn actively and the path to enhance college students' active independent learning behaviour, and on the basis of this study, we propose relevant policy recommendations for the education authorities and the

university education system to formulate more effective policy measures.

2. RESEARCH HYPOTHESIS AND MODEL CONSTRUCTION

2.1 Research Hypothesis

In this study, four variables, namely national policy, course selection orientation, student assessment and teacher assessment, were selected as exogenous latent

variables and willingness to learn independently as endogenous latent variables to explain the mechanism of formation of college students' willingness to learn independently under the policy of reasonable burden increase in the academic evaluation system of colleges and universities. The descriptions of the variables are shown in Table 1.

Table 1 Description of variables

Variable definitions	Latent variables	Observed variables
Exogenous Latent variables	National policy §1	Eliminate water classes and create gold classes (X1) Having professors teach undergraduate students (X2) Abolition of the Clearance Examination System (X3)
	Course Selection Orientation §2	Choose a water course with stale content, easy to pass and high scores (X4) Choose a gold course (X5) that is challenging and difficult with depth
	Examining students §3	Using the whole teaching process to examine students' learning attitudes and performance, and rigorous process-based assessment (X6) Diversify and make the exam moderately more difficult (X7)
	Assessment teachers §4	Universities make teacher ethics the first consideration of educational quality (X8) Quality of education in higher education institutions as an important basis for assessment of teachers' appointments (X9)
Endogenous Latent variables	Willingness to learn on your own §1	Listen attentively, do not miss class without excuse and complete assignments assigned by the teacher (Y1) Spending more time on reading and actively expanding your knowledge (Y2) Active participation in research activities to improve one's hands-on skills (Y3) Take a minor in another field of study and take industry exams and certifications (Y4)

(1) National policy. National education policy is an important indicator of the development level and development potential of education in the country, and is a guideline of action about education based on the basic tasks and basic policies of a certain historical period. Chen Jinhe argued that the policy about lowering the entrance threshold for higher vocational college students would directly cause a decline in the overall quality of higher vocational college students and a low willingness to study actively as stated in [4], while Xiao Shiwei proposed that a reasonable policy of increasing the burden of college students would increase the academic challenge and promote students to study actively as stated in [5]. Therefore, this study proposes the following hypotheses.

H1: National policies have a significant positive impact on university students' willingness to study independently.

(2) Course selection orientation. Course selection refers to a trend in which university students make course choices based on factors such as the amount of learning, the learning process, class time and the lecturer. Wu Yan suggests that "golden courses" are the last mile of student-centeredness, and that student-centered lectures can motivate students as stated in [6]; Lu Guodong believes that students' practice of giving up less rewarding courses and choosing high quality courses reflects a shift from teacher-centered to student-centered, and that students are more willing to learn on their own as stated in [7]. Therefore, this study proposes the following hypothesis.

H2: Course selection orientation has a significant positive impact on university students' willingness to learn independently.

(3) Assessment of students. College student assessment is a value judgment made according to certain standards and through the use of certain techniques and methods, with students as the object of assessment, which is both the basis of educational assessment and the core of school education assessment. Xu and Qing et al scholars used the structural equation modelling method to explore that a reasonable assessment method for teacher level and applied talents can promote college students' learning motivation as stated in [8]; Xiao Shiwei proposed that a balanced and fair academic evaluation system can be constructed from the assessment end to promote college students' learning intention as stated in [10]. Therefore, this study proposes the following hypotheses.

H3: Assessing students has a significant positive impact on university students' willingness to learn independently.

(4) Assessment of teachers. Teacher appraisal is a comprehensive examination of teachers to determine their education and teaching standards. Improving the teacher appraisal system and focusing on the fairness and rationality of the appraisal is conducive to mobilizing teachers' enthusiasm and improving their quality. Shen Dan et al scholars believe that teachers should not only control students' learning but also pay attention to their learning burnout psychology as stated in [9], and propose an assessment of teachers' comprehensive quality; Lai Minggu et al scholars propose that teachers need to have both theoretical and practical teaching qualities in order to urge students to take the initiative to learn and build a dynamic talent training model as stated in [8]. Therefore, this study

proposes the following hypotheses.

H4: Assessment teachers have a significant positive impact on university students' willingness to learn independently.

2.2 Model construction

Based on the above assumptions, the theoretical research model constructed for this study is shown in Figure 1. The model consists of five structural variables and four pathway relationships, in which "course selection orientation", "assessment of students", "assessment of teachers" and "national Policy" is the exogenous latent variable as the cause, and "willingness to learn on one's own" is the endogenous latent variable as the outcome. The cause-effect relationship of the latent variables is expressed in a structural equation as follows:

$$\eta = B\eta + \Gamma\xi + \zeta E(\zeta) = 0$$

where: ξ is the exogenous latent variable; η is the endogenous latent variable; B and Γ are the path coefficient matrices; ζ is the residual; and ξ is uncorrelated with ζ . As the five structural variables cannot be measured directly and need to be converted into measurable observed variables, the measurement equation describes the structural relationship between the observed and latent variables and is usually expressed by the following equation.

$$X = \Lambda_x\xi + \delta E(\delta) = 0$$

$$Y = \Lambda_y\eta + \varepsilon E(\varepsilon) = 0$$

where: X is the exogenous latent variable; ξ corresponds to the observed variable; Y is the observed variable corresponding to the endogenous latent variable η ; Λ_x and Λ_y are factor loading coefficient matrices indicating the relationship between the observed variable and its latent variable; ε and δ are the residuals.

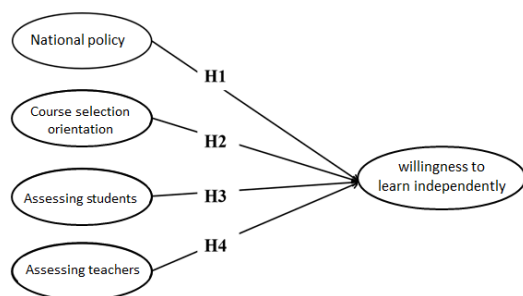


Fig. 1. Theoretical model of university students' willingness to learn independently

3 STUDY DESIGN

3.1 Questionnaire design

The questionnaire consists of a general questionnaire and a scale questionnaire. The general questionnaire is used to investigate the basic information of university students; the scale questionnaire is used to measure the four dimensions of national policy, course selection, assessment of students and assessment of teachers. The scale is a five-point Likert scale, with the number "1" representing "strongly disagree", the number "2" representing "disagree" and the number "3" representing "disagree". "; the number "3" represents "not sure"; the number "4" represents "agree"; the number "5" means "very favourable", with 2-4 measurement questions under each facet. Before the official launch, a pre-survey and expert consultation were conducted to remove ambiguous questions and inappropriate questions, resulting in a questionnaire on students' willingness to learn independently.

3.2 Data sources

In this study, a random and stratified sampling method was used to collect questionnaires from six institutions in Jiangxi Province, using current undergraduate students as the target population, with preliminary stratification by Jiangxi University of Finance and Economics, Nanchang University, Jiangxi Normal University, Donghua University of Technology, Jiangxi Agricultural University and East China Jiaotong University. A total of 450 questionnaires were distributed for this collection, and 431 valid questionnaires were eventually collected, with a return rate of 95.78%. The distribution of the survey sample in each university is as Table 2.

Table 2. Distribution of the survey sample by university

Distribution of colleges and universities	Number of samples	Proportion/%
Nanchang University	123	28.80
Jiangxi Normal University	76	17.80
Tung Wah University of Technology	75	17.40
Jiangxi Agricultural University	43	10.00
East China Jiaotong University	57	13.50
Jiangxi University of Finance and Economics	57	13.50

3.3 Sample Characteristics

This study used both an online questionnaire and a paper questionnaire to collect data, with the online questionnaire being the main focus. Six questions on

basic information were set in the questionnaire, including gender, age, grade, grades, major and study interests, with the following sample characteristics as Table 3.

Table 3. Distribution of sample characteristics

Projects	Statistical indicators	Number of frequencies/person	Frequency/%
Gender	Male	162	37.59
	Female	269	62.41
Age	Under 18 years old	23	5.34
	18 years old	103	23.90
	19 years old	146	33.87
	20 years old	104	24.13
	21 years old	36	8.35
	21+ years	19	4.41
Grade Level	Freshman year	100	23.20
	Sophomore	226	52.44
	Third Year	87	20.19
	Senior year	18	4.18
Achievements	Excellent	73	16.94
	Good	149	34.57
	General	181	42.00
	Poor	20	4.64
	Very poor	8	1.86
Professional composition	Science and Engineering	103	23.90
	Governance	123	28.54
	Grammar	65	15.08
	Teacher Training	51	11.83
	Medicine	36	8.35
	Agriculture and Forestry	9	2.09
	Other	44	10.21
Current state of learning	The course is not relaxed and enjoyable	283	65.66
	Playing games and watching movies regularly	199	46.17
	Regular participation in research activities	100	23.20

(1) Gender. Of the 431 people surveyed, 162 were male, accounting for 37.59% of the total; 269 were female, accounting for 62.41% of the total, with a male to female ratio of nearly 4:6.

(2) Age. Of the 431 people surveyed, 23 (5.34%) were under the age of 18; 103 (23.90%) were 18; 146 (33.87%) were 19; 104 (24.13%) were 20; 36 (8.35%) were 21; and 19 (4.41%) were 21. 19 people (4.41% of the total) were over 21.

(3) Grade level. Of the 431 people surveyed, there were 100 freshmen, or 23.20% of the total; 226 sophomores, or 52.44% of the total; 87 juniors, or 20.19% of the total; and 18 seniors, or 4.18% of the total.

(4) Achievement. Of the 431 people surveyed, 73 (16.94%) had excellent grades, 149 (34.57%) had good grades, 181 (42.00%) had average grades, 20 (4.64%) had relatively poor grades and 8 (1.86%) had very poor grades.

(5) Major. Among the 431 people surveyed, the majority of students majored in science and engineering and economics and management, with 103 students in science and engineering, accounting for 23.90% of the total; 123 students in economics and

management, accounting for 28.54% of the total; 65 students in grammar, accounting for 15.08% of the total; 51 students in teacher training, accounting for 11.83% of the total; 36 students in medicine, accounting for 8.35% of the total; 9 students in agriculture and forestry, accounting for 2.09% of the total; and 44 students in other majors, accounting for 10.21% of the total. In agriculture and forestry, there were 9 students (2.09% of the total); in other disciplines, there were 44 students (10.21% of the total).

(6) Of the 431 students surveyed, 65.66% of them thought that their university workload was heavy and not relaxing, 46.17% of them often played games or watched movies, and only 23.20% of them often participated in research activities organised by the university.

4 MODEL ESTIMATION RESULTS AND ANALYSIS

4.1 Descriptive statistics of variables

The sample data was processed using SPSS 22.0 to obtain descriptive statistics for the sample (see Table 4) and to analyse the statistical results.

Table 4. Descriptive statistics of the main variables

	Average	Standard error	Median	Crowd	Standard deviation	Variance	Kurtosis	Skewness	Region	Maximum value	Minimum value	Summation	Number of observations
X1	3.654	0.055	4	3	1.137	1.232	-0.332	-0.543	4	1	5	1575	431
X2	3.464	0.050	3	3	1.033	1.068	-0.010	-0.272	4	1	5	1493	431
X3	3.336	0.056	3	3	1.166	1.359	-0.563	-0.264	4	1	5	1438	431
X4	3.965	0.048	4	4	0.991	0.983	0.491	-0.866	4	1	5	1709	431
X5	3.872	0.047	4	4	0.972	0.944	0.268	-0.689	4	1	5	1669	431
X6	3.726	0.049	4	4	1.011	1.023	0.109	-0.424	4	1	5	1606	431
X7	3.691	0.049	4	4	1.021	1.012	-0.207	-0.474	4	1	5	1591	431
X8	2.944	0.057	3	3	1.174	1.378	-0.615	-0.004	4	1	5	1269	431
X9	3.485	0.047	3	3	0.974	0.948	0.189	-0.382	4	1	5	1502	431
Y1	3.654	0.050	4	3	1.031	1.064	0.088	-0.521	4	1	5	1575	431
Y2	3.422	0.051	3	3	1.075	1.156	-0.157	-0.373	4	1	5	1475	431
Y3	3.780	0.050	4	3	1.032	1.065	0.011	-0.581	4	1	5	1629	431
Y4	3.838	0.048	4	4	1.003	1.006	0.342	-0.725	4	1	5	1654	431

(1) Sample size. When applying structural equation models to explore the relationship between latent and hidden variables, the larger the number of samples, the smaller the error and the more desirable the results. Generally speaking, a sample of 400 or more can be called a medium to large sample size, while this study has a sample of 431, which can be identified as large sample data and is tentatively considered to fit a structural equation model with a small error.

(2) Mean, median and plurality. If the mean, the plurality and the median are close to each other, the data are normally distributed. The mean of the observable variables mostly fluctuates around 3.5, and the lowest X8 is also at the level of 2.9443, while the median and the plurality are either 3 or 4. The difference between the mean and the median of each observed variable is basically no more than 0.5, and the difference between the mean and the plurality is basically no more than 0.6. It can be concluded that the mean, the plurality and the median of the sample are relatively close to each other, and the data basically conforms to a normal distribution.

(3) Skewness and kurtosis. The kurtosis and skewness statistics of the observed variables are used to analyse whether the observable variables conform to a normal distribution, which is a prerequisite for the application of structural equation modelling. Skewness is a measure of the direction and degree of skewness of a

statistical distribution and a numerical characteristic of the degree of asymmetry; the closer the skewness is to zero, the closer it is to a normal distribution. Kurtosis, on the other hand, is the value of the probability density distribution curve in terms of how high or low the peak is on average, which means that kurtosis describes the steepness of the distribution pattern. The kurtosis of a normal distribution is 3. A kurtosis value greater than 3 indicates that the data distribution is steeper than normal, while a value less than 3 indicates that it is flatter than normal. Table 4 shows that all the sample data is ideal.

(4) Standard deviation. Standard deviation is the most commonly used form of quantification to reflect the degree of dispersion of a set of data, and is an important indicator of precision. The true value of the collected sample data is not known, but the detected value is known, and the difference between the detected value and the true value can be identified as the standard deviation. This means that the smaller the standard deviation of the sample data, the closer the detected value of the data is to the true value. As can be seen from the table above, the standard deviations of the overall data all fluctuate around 1, indicating that the stability of the data for each observable variable is good and has a certain degree of truthfulness.

4.2 Reliability and validity of the questionnaire

Table 5. Measurement model results

Variables	Indicators	Parameter significance estimates		
		Unstandardised load factor	Standardised load factor	p-value
§1	X1	1.00+	.763	***
	X3	.831	.698	***
	X3	.967	.720	***
§2	X4	.178	.614	***
	X5	1.000	.778	***
§3	X6	.178	.825	***
	X7	1.000	.845	***
§4	X8	1.000	.797	***
	X9	1.024	.839	***
η_1	Y1	1.135	.748	***
	Y2	1.225	.824	***
	Y3	1.157	.747	***

Note: *** indicates p is significant at 0.001 level (at 95% confidence level)

For the above measure term measurements, measure term standardised loading coefficients greater than 0.60 are acceptable and ideally should be greater than 0.70 as stated in [11]; topics with standardised loading coefficients below 0.45 indicate that the observed variable has too much error and are recommended to

be removed as stated in [12]. The results in Table 5 show that the standardised loading coefficients of the sample's conformational measure topics ranged from 0.614 to 0.845, indicating that the observed variables were a good reflection of their respective corresponding latent variables.

Table 6. Table of data model coefficients

	National policy	Course Selection Orientation	Examining students	Assessment teachers	Learning behaviour
Cronbach's Alpha	.771	.848	.822	.667	.836
CR	.853	.808	.894	.882	.860
AVE	.659	.678	.809	.789	.608

The reliability and accuracy of the questionnaire results can be judged by measuring the reliability and validity of the questionnaire. SPSS 22.0 was used to test the reliability of the sample data, and the results are shown in Table 6. The Cronbach's alpha coefficients

for each variable of the model were all above or close to the standard value of 0.7, indicating that the measures had a high degree of reliability. The validity tests included content validity and structural validity. Content validity was validated using Amos, Spss and

excel software and by drawing on information from the authoritative literature. Structural validity was analysed using validation factor analysis, with CR values above 0.7 and AVE values above 0.5 for each variable, indicating good discriminant and convergent validity.

4.3 Model revision

The AMOS 13.0 software was used to conduct an empirical analysis of the factors influencing university

students' willingness to learn independently. In the initial fit test of the sample data, it was found that the fit indicators and the coefficients of the path regression weights of the model were abnormal, and the model needed to be revised appropriately. After the model was revised several times in an incremental manner, the optimal revised model of college students' willingness to learn independently under a reasonable increase in burden was finally obtained (Figure 2).

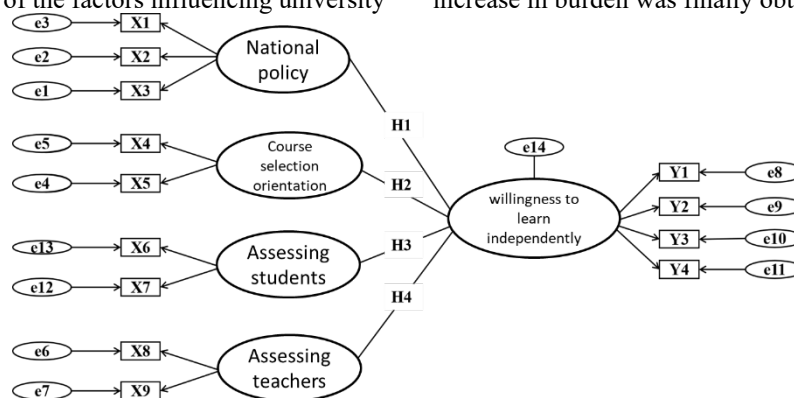


Figure 2. Modified model of college students' willingness to learn on their own

4.4 model fitting

Table 7. Structural equation model test indicators and fitting results

Index	Model value	Recommended value	Acceptance
χ^2/df	1.958	<3 good fit <5 reasonable fit	Good
RMSEA	0.075	<0.05 good fit <0.10 reasonable fit	Reasonable
NF	0.968	Above 0.9	Good
NNFI	0.975	above 0.9	Good
CFI	0.978	Above 0.9	Good
IFI	0.978	Above 0.9	Good
SRMR	0.057	<0.05 good fit <0.10 reasonable fit	Reasonable

After the best-fit model was obtained, the fitted data of the model needed to be tested. The test results are shown in Table 7. All the fit indicators can meet the strict test criteria, indicating that the best-fit model has good convergent validity, proving that the hypothetical

model can pass the path test of the structural equation model, and the model and the hypothesis fit each other, which can make good theoretical support for the hypothetical model.

4.5 Structural model analysis

Table 8. Results of structural equation modeling

Paths	Non-normalized path coefficients	Standardised path coefficient β	p-value
H1: National policy → university students' willingness to study on their own	.804	.960	***
H4: Course selection orientation → university students' willingness to learn on their own	.786	.908	**
H6: Assessing students → university students' willingness to learn on their own	.247	.373	**
H8: Assessing teachers → university students' willingness to learn on their own	.242	.415	**

Note: *** and ** denote p significant at the 0.001 and 0.01 levels (confidence level 95%)

Table 8 shows that the p-value for hypothesis 1 is significant at the 0.001 level and the standardised path coefficient β is greater than 0, indicating that this hypothesis passes the test. The p-values for hypothesis 2, hypothesis 3 and hypothesis 4 are significant at the 0.01 level and the standardised path coefficient β is greater than 0, indicating that these three hypotheses can be accepted and pass the test.

5 CONCLUSIONS AND POLICY RECOMMENDATIONS

5.1 Conclusion

Although there has been a great deal of research on the motivation of college students to learn independently, there has been extremely limited research related to the policy of reforming the academic evaluation system in

colleges and universities. Given the highly subjective nature of college students' self-directed learning motivation, it is necessary to re-examine it using a quantitative approach. Therefore, this study is a quantitative measure of an unobservable variable, college students' willingness to learn on their own, which cannot be directly observed, and uses structural equation modelling to construct a theoretical model of college students' willingness to learn on their own and the factors influencing it, to conduct an empirical analysis, and to draw the following conclusions.

First, based on a systematic review of previous studies, this study constructs a new model to explain university students' intention to learn independently. The study shows that the model has a high degree of fit and can

better explain the influence of four constructs, namely national policy, course selection orientation, assessment students and assessment teachers, on university students' intention to learn independently. Second, national education policies and students' course selection preferences have a significant positive impact on their willingness to learn independently. The policy of "letting professors teach undergraduates" can stimulate students' motivation to study; the system of "abolishing clearing exams The policy of "letting professors teach undergraduates" can motivate students to study; the "abolition of clearing exams" system can increase the pressure on students to study and encourage them to study independently. Students who choose poor quality classes with outdated content, easy to pass and high scores do not have a strong intention to study on their own.

Thirdly, increasing the difficulty of examinations for university students and university teachers will have a positive and significant impact on university students' willingness to learn independently. The students' learning attitudes are examined through the teaching process, the process of examination results is strictly assessed, the variety of examination methods used and the difficulty of the examinations are moderately increased; teacher ethics and teacher style are taken as the first consideration of educational quality, and the quality of education is taken as an important basis for the evaluation of teachers' positions.

5.2 Policy Recommendations

(1) Moderately increase the complexity and challenge of studies. In line with the current reform and construction of the academic evaluation system of universities, we will further promote the reform of the education system of undergraduate education, take a number of measures to eliminate poor quality courses and create innovative courses, moderately increase the complexity and challenge of studies, actively guide university students to increase their commitment to learning and improve their motivation for independent learning.

(2) Reconstruct a balanced, high-standard and fair academic assessment system. A balanced, high-standard and fair academic assessment system should be reconstructed in the academic assessment end, including the academic assessment system for students and the teaching assessment system for teachers. The academic assessment system for students includes a high standard process assessment, and the teaching assessment system for teachers includes teachers' attitude and teaching standards. Through the construction of the academic assessment system, we promote active and independent learning among university students.

(3) Carry out a gradual and reasonable reform. The reform of undergraduate education cannot be achieved in one step, and the implementation of a reasonable reform to increase the burden should be carried out in a gradual and orderly manner, promoting the reform

gradually from various aspects and channels in order to reduce conflicts and achieve a smooth transition. This can be simplified as "widely publicised to raise awareness", "fine-tuned to narrow the gap" and "implemented in a gradual manner".

5.3 Limitations of the study

Although the steps of questionnaire survey and structural equation modelling empirical analysis were strictly followed in this study, there are certain limitations in this study. Firstly, the sample size is relatively small. Theoretically, a sample size of over 400 is a large sample, but this sample size is slightly thin compared to the large group of undergraduate students; secondly, the limitation of sample distribution. This study only used the survey data from six universities in Jiangxi Province to study the intention of active learning among university students, and the regional limitation is obvious, so it cannot fully represent the university students in the whole province or even the whole country; thirdly, the theoretical model of this study is basically self-designed, and there is no relevant theoretical model to refer to. Therefore, the design of the model facets, the setting of the questions and the assumptions are all highly subjective, and the theoretical rigour is lacking.

5.4 Prospects for future research

In the future, we will further increase the sample size and expand the geographical range on the basis of this study, so as to minimise the impact of the sample size and distribution on the study. In addition, in the future, we will try to use student assessment and teacher assessment as mediating variables to explore the mediating effects of national policies and course selection preferences on university students' willingness to learn on their own through student assessment and teacher assessment variables, and further improve the theoretical model.

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Research and Practice of Online and Offline Mixed Teaching under COVID-19: Take the course of Electromechanical Control and PLC Application Technology as an example

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Abstract: Objectives: Explore the online and offline teaching mode under COVID-19. The reform of online courses reduces the danger of too many offline people gathering to learn and makes the course learning more scientific and efficient. Methods: Taking the course of "electromechanical control and PLC application technology" as an example, the teaching content, students' learning status and the existing learning environment are analyzed. Under the premise of people-oriented and subjectivity concepts, this paper designs online and offline teaching programs, processes, ideas and assessment methods, and puts them into practice. Results: The practice results show that this teaching reform method can improve students' learning enthusiasm and learning effect. Conclusions: Under the condition of the outbreak, this teaching mode can be generalized to other courses.

Keywords: COVID-19; Electromechanical Control And PLC Application Technology; Online And Offline Mixed Teaching; Teaching Reform

1. BACKGROUND

With the rapid development of the Internet era, educators have proposed the vision of implementing 4A (Anytime Anywhere Anybody) education [1]. This also reflects the deep contradiction between the demand of students and the supply of modern education mode [2]. At the same time, the outbreak of the COVID-19 has also accelerated the implementation of the 4A education model. Therefore, with the help of the computer and network tools, the development of "mixed teaching mode" is a new innovation of teaching methods and means for college teachers [3-4]. Mixed teaching mode takes teaching videos and teaching PPT as the main form of learning resources provided by teachers. Students watch and study the teaching videos and other learning resources before entering the class. Teachers and students complete paper homework, answer questions, carry out cooperative exploration and interact with each other in class [5-6]. Mixed teaching practice mode can make the basic theoretical content online, more sufficient and random learning time, practice the practical engineering application ability offline, maintain the coexistence of students' dominant position and teachers' dominant position, improve the interaction

effect between teachers and students, and improve the learning efficiency of the course.

PLC (Programmable Logic Controller) course is the core professional course of electrical engineering and its automation, mechatronics and other majors. The course involves: electrical circuit control, PLC principle, instruction programming, comprehensive design and programming debugging and other aspects of the content. On the basis of theoretical knowledge, students are required to have the ability to analyze engineering tasks, design integrated circuits, write programs, and debug software and hardware.

2. ANALYSIS OF COURSE TEACHING

2.1 Teaching content analysis

The main knowledge points of "Mechanical and electrical control and PLC application technology" course include common low-voltage appliances and categories, working principle, basic performance, basic parameters; The composition and working principle of electrical control system based on relay-contact; The basic structure and principle of PLC; PLC instruction programming method; The comprehensive application technology of PLC. The course requires learners to understand the knowledge of mechanical and electrical control technology, to serve the development direction of electrical, automation, building electrical and other engineering disciplines. The study of this course will equip the learners with necessary theoretical and practical knowledge for their future work.

"Electromechanical control and PLC application technology" course content not only the understanding and mastery of basic concepts and principles of knowledge, but also the grasp and training of logical thinking knowledge points, as well as the improvement of comprehensive quality of technology application, is a need of theory and practice, learning ability and application ability of the combination of the course.

2.2 Analysis of students' learning situation

Before learning this course, students have studied "Circuit", "Motor and Drag", "Digital Electronic Technology", "Analog Electronic Technology", "C Language Programming" and other courses. These courses make students master the principle of circuit analysis, electrical machinery principle, logic circuit analysis, a certain language programming ability, for

the study of this course to lay a foundation. But "mechanical and electrical control and PLC application technology" is different from the above several courses, such as "circuit" focuses on the circuit principal analysis, mainly for hardware circuit analysis, "C language programming" focuses on language programming, mainly to train student's software programming ability. "Electromechanical control and PLC application technology" not only needs to master the principle, but also needs to master the programming, more needs comprehensive analysis and application, is a combination of software and hardware comprehensive application course. Students can not only learn this course "on paper", but need to master the basic knowledge of the premise, with the analysis, design, debugging, comprehensive application of engineering skills. Therefore, students can not only rely on lectures, just do some exercises can master the curriculum requirements.

2.3 Analysis of learning environment

Undergraduate education is the root and foundation of university education. To build high-level undergraduate education, we should strive to improve the level of specialty construction, promote curriculum revolution, promote flipped classroom, mixed teaching and other new teaching models, and can no longer use outdated models and knowledge to train tomorrow's graduates [7]. Online courses have been developing rapidly in recent years [8-9], and various universities have successively invested in the construction of online courses [10]. Under COVID-19, the school also strongly encourages teachers to build online courses, and to reform by using a hybrid online and offline teaching method. Online teaching and traditional offline teaching have their own advantages and disadvantages, and reasonable use can effectively improve the teaching effect [11].

3. COURSE TEACHING OBJECTIVES

Through the study of "electromechanical control and PLC application technology" course, students are required to understand the basic concepts of electromechanical control, master the basic methods of electromechanical control and related theoretical knowledge, so that students can master the comprehensive knowledge of electromechanical control and PLC application technology. The teaching of the course should also enable students to master the basic knowledge of PLC and the practical application in the electromechanical control system, can apply the learned knowledge to engineering, with the ability to solve the actual engineering.

4. MIXED ONLINE AND OFFLINE TEACHING

TABLE 1 Mixed online and offline teaching content and process arrangement

Sort of teaching	Learning content	The learning time(Class hours)	Online/Offline
1	Introduction to the course, the structure and principle of low voltage electrical appliances, common electrical control circuit principal analysis	6	Online
2	Engineering application: electrical control circuit design of relay - contactor	6	Offline
3	PLC structure and principle, PLC logic instruction system, PLC logic programming ideas and methods	6	Online
4	Programming application: PLC logic instruction programming application	6	Offline

IDEAS

4.1 People-oriented, subjectivity concept

Modern education emphasizes people-oriented, students are the main body of learning, that is, student-oriented. Teaching and learning complement each other, but the core of the idea of subjectivity is full respect for the subject. "Teaching" always revolves around "learning". It opens students' inner potential and learning motivation to the greatest extent, turns students from passive receptive objects into active and active subjects and centers, and makes the process of education truly become students' self-conscious activities and self-construction process.

The blended online and offline teaching of courses mainly reflects the idea of subjectivity from three aspects. First, the teaching content meets the needs of the subject; Second, the teaching method is suitable for the subject's learning ability and health needs; Third, teaching evaluation reflects the learning effect of the subject scientifically.

The course contents are combined with several textbooks: Electrical Control and PLC Application Technology, Electrical Control Technology and Comprehensive Practice, Electrical Control and PLC Training Course, etc. Content arrangement first basic theory, then programming method, and finally comprehensive application. The basic theories are mainly taught by teachers and learned online. The basic theory part mainly includes: the course introduction, the structure and principle of low-voltage electrical appliances, the common electrical control circuit principal analysis, the PLC structure and principle, the PLC basic instruction system, the PLC programming ideas and methods. The application of comprehensive design needs the guidance of teachers, and the practical arrangement of students can be realized in offline courses.

The teaching methods are combined online and offline. We play recorded micro lectures online and assign quizzes, unit quizzes, assignments, etc. Teachers and students strengthen the mastery of knowledge points through the online communication of learning through interaction with QQ. The comprehensive application takes offline discussion, on-site programming debugging, task inspection and other methods. Online course content and offline course content are organically combined. After online learning the corresponding basic theory courses, the offline comprehensive application design course is carried out step by step. See Table 1 for the specific content process arrangement.

5	PLC function instruction system, sequential programming ideas and methods	3	Online
6	Programming application: PLC function instruction application programming, sequence control programming application	6	Offline
7	Application of integrated circuit design: electrical control circuit design and programming based on PLC, hardware and software debugging	15	Offline

Teaching assessment will evaluate students' learning from many aspects. It includes video learning on the cable, participation in the discussion, unit tests, online homework, online QQ online discussion records, answers to questions, integrated design performance, etc. At the end of the semester, both online and offline exams will be arranged.

4.2 The concept of openness and the openness of educational resources

The present era is one of unprecedented openness. With the rapid change of science and technology, the networking of information and the globalization of economy, the world has increasingly become a more closely connected organic whole. On the one hand, the teacher built an online course based on Mitsubishi FX series PLC for students to learn according to the hardware resources of the school; on the other hand, the teacher guided the students to broaden their horizons, deepen their understanding of the course by using the online open course, and master the basic applications of other series of Mitsubishi PLC and even programming applications of other brands of PLC.

4.3 Diversity concept

The diversification of teaching ideas can be reflected in the flexible forms and means of education, the diversification of standards to measure the quality of education and talents, and so on. Students can learn basic theory by video several times (see Figure 1 learning statistics). They can consolidate their theoretical knowledge through classroom tests many times. This can meet the needs of students with different absorptive capacities. The teacher asks the students to practice the online test questions to test their mastery of theoretical knowledge. The difficulties are focused on online discussion, and random roll call and timely questionnaire survey are used to encourage students to participate in learning. QQ communication also uses a variety of ways. For example, students ask questions and teachers answer questions, teachers ask

questions and students rush to answer questions, teachers ask questions and answer by roll call, online screen sharing (simulation operation display of software) answer questions. Using a variety of educational forms and means, so that different students in different teaching methods to express themselves and obtain satisfaction. The final measure of achievement is also diversified. The collection of online scores, the record of offline communication, and the performance of students in QQ group are all included in the final score measurement.

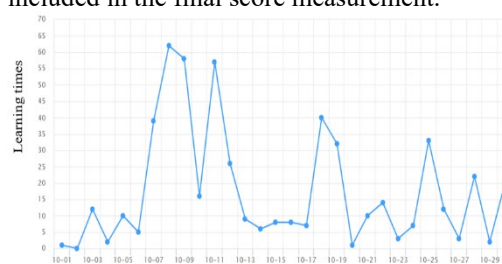


Figure 1 Learning statistics of a month

5. Design teaching strategy and performance assessment

5.1 Teaching strategy

5.1.1 Lesson preparation

According to the teaching progress, teachers complete the recording and release of the course video, and make objective questions according to the corresponding knowledge points. Objective questions can deepen students' self-examination by means of classroom test. The key and difficult knowledge points will be discussed in the form of discussion questions in the course app and QQ group. The teacher prepares the questionnaire in each chapter, and the students feedback the learning situation through the questionnaire. Table 2 shows the online lesson preparation content of "electromechanical control and PLC application technology".

Table 2 Online lesson preparation of "electromechanical control and PLC application technology" course

Serial number	Micro course video (each part is divided into several micro videos)	Objective questions	Key discussion	questionnaire investigation
1	Low voltage apparatus: switch apparatus, contactor, relay, master apparatus, fuse	Structure, principle, function and type selection of various electrical appliances	The structure principle of voltage circuit breaker, the principle of time relay, the protection difference between thermal relay and fuse	Mastering and understanding of low voltage electrical appliances for daily use
2	Common basic control circuits: basic drawing standard, starting control circuit, reversible operation control circuit, variable speed control circuit, braking control circuit, multi ground and multi condition control circuit	Circuit protection, the role of low-voltage electrical appliances in the circuit, fault analysis	Interlock protection in the circuit, time and travel control principle in the circuit control, logic analysis of circuit electrical work	Understand which basic control circuits are applied, and which basic control circuits will be applied to each machine control circuit
3	The structure and principle of PLC	The structure composition and basic working	Working principle of PLC, compared with other control methods that have been learned.	Understanding and application of major brands of PLC

		principle of PLC		
4	PLC instruction and programming: PLC logic instruction, function instruction, ladder diagram rule, sequence control programming idea	The basic composition of each instruction, instruction application specification, programming rules	The advantages and disadvantages of set instruction and self-holding circuit design, translation method programming ideas, analysis control function method programming ideas, sequence control programming and general logic programming	Command, etc

Offline lesson preparation needs to be combined with the progress of online courses, flexible preparation of comprehensive training questions and discussion questions. The design of relay contactor control circuit is generally based on the original circuit and improved. For example, the original step-down starting control is based on the principle of time control (automatic), which can be changed to either manual switching starting mode or automatic step-down starting. The teacher can assign the circuit design problems with multiple functions to the students. For example, students are required to design circuits with step-down starting link, variable speed control link, or sequential control link and reversible operation function.

5.1.2 Online links in class

Teaching and learning in class are very important. The links in the class include: sign in, roll call, release exercises, release discussion questions, rush answers, release announcements, QQ online discussion and exchange, QQ online sharing live broadcast, etc. The online discussion and answering process is shown in Figure 2.

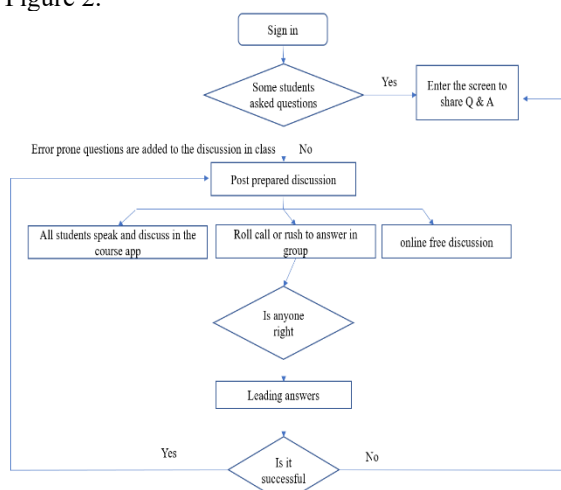


Figure 2 Flow chart of online courses

All the discussion questions prepared before class are required to be mastered by students. Generally, there are 7-10 discussion questions in a class. When no one answers, the teacher guides first. If no one answers, the teacher shares the screen and enters the online live broadcast. There are three forms of discussion: classroom app, roll call discussion and QQ group discussion. Teachers timely feed back the online records of students' performance in QQ group, encourage students to participate in the discussion, and keep the screenshot as a factor when the final score is

approved. This can stimulate students to improve their attention and participate in the classroom. For those who did not respond to the roll call, their performance was recorded online. Through the combination of links and rewards and punishment measures, it is good to encourage students to take the initiative to learn, and students' practice scores are better and better.

5.1.3 Teaching and learning of offline courses

Online video completes the learning of basic theoretical knowledge in the form of teaching and acceptance, and offline courses need to be more flexible. "Electromechanical control and PLC application technology" is a comprehensive course of theory and technology application. Whether the students have mastered the principle knowledge, whether they can apply it to practice, and whether they have the ability to solve specific engineering problems, the effect of online completion is not very good. Offline classes need to be quite flexible because students' reactions are unpredictable. Throw out a question, is there anyone who can handle it, will it be cold. According to the practical experience, the engineering projects in the course can be dealt with as follows, as shown in Figure 3.

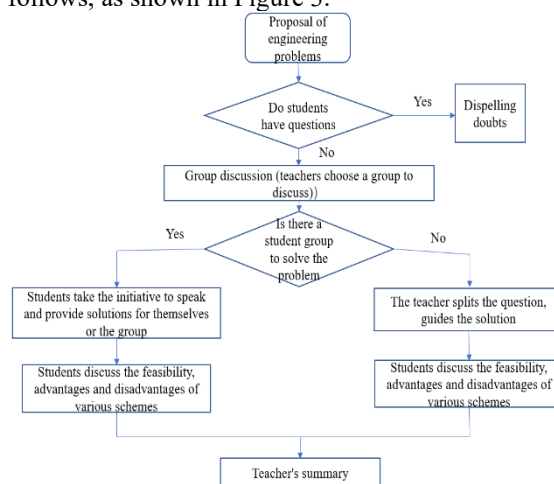


Figure 3 Single project process of offline courses

The engineering application of offline courses needs to be gradually deepened from simple to difficult. For example, to solve the common design of sequence start and reverse stop control system in machine tool control, it is often proposed to design the control system of manual sequence start and stop of two motors, then to design the automatic sequence start and stop control system, and finally to design the automatic sequence start and reverse stop control system. After the

completion of this project, the teacher can increase the number of motors, and then put forward the different starting requirements of each motor. According to the actual factory control requirements, design a comprehensive sequence start reverse sequence stop control system. This gradually increases the difficulty of the project, and checks the knowledge points in front, so that students can enter the complex application environment little by little, and improve the comprehensive analysis ability and solution ability.

5.1.4 After class supplement

If the content of this section or the next section is more important, an announcement will be issued to remind students to review and preview. According to the needs of the course content, release unit tests or unit assignments to consolidate knowledge points. If the

Table 3 Course assessment form

Assessment form	Online assessment			Offline assessment			
Assessment content	Video learning duration	Online discussion	Online assignments, tests and examinations	check work attendance	Class project completion	Project completion after class(paper work and software simulation practice debugging)	Offline examination
Reference score	5%	10%	10%	5%	20%	10%	40%

6. TEACHING CHARACTERISTICS

(1) Online course content is comprehensive, comprehensive theoretical basis micro course, at the same time, practical operation recording video and part of offline classroom discussion video are added. Online courses also avoid too much contact with students and reduce the health risk under COVID-19.

(2) QQ online communication online software operation screen sharing way, from shallow to deep, easy to master.

(3) Micro lesson resources are rich, and teachers' explanation of micro lesson is combined with network micro lesson resources.

(4) The diversification of teaching links can stimulate students to watch videos in time, and enable students to actively participate in classroom discussions through various rewards.

7. CONCLUSIONS

This paper studies the advantages of online and offline hybrid teaching, and discusses the design and practice of online and offline teaching of electromechanical control and PLC application technology course. This paper analyzes the teaching and learning characteristics of this kind of courses, studies and practices the design of teaching scheme, online and offline teaching process, learning evaluation and assessment scheme of specific teaching projects. The practice effect is good. It not only enables students to arrange their study reasonably under COVID-19, but also improves students' learning consciousness and comprehensive ability to analyze and solve problems, which can provide reference for other teaching researchers to carry out hybrid teaching practice and research.

completion of unit assignments is not good, it will be added to the discussion in the next class to deepen understanding. Questionnaire survey is often released after class, in the process of teaching, students' feedback on teaching is timely understood and adjusted.

5.2 Performance assessment

The final performance evaluation is evaluated from many aspects. Practice questions, test questions, discussion questions and online examinations are passed online. Offline performance is based on the completion of the usual project, classroom reaction, homework completion and final examination. Hybrid Teaching reduces the proportion of offline examination score in the comprehensive score of course assessment. The details are shown in Table 3.

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Approaches to Improve the Practical Teaching Ability of Teachers Majoring in Economics and Management in Application-oriented Universities

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Abstract: China's economic development has shifted from a stage of high-speed growth to a stage of high-quality development. As China is in a critical period of economic development, the demand for professionals in various industries is increasing. Application-oriented universities shoulder the important task of training applied and innovative talents for local economic and social development, and the practical teaching ability of professional teachers become a guarantee for application-oriented universities to achieve the goal of personnel training. According to the current situation of the practical teaching of teachers majoring in economics and management in application-oriented universities, this paper analyzes the shortcomings of practical teaching and puts forward the ways to improve the practical teaching ability of the teachers.

Keywords: Application-Oriented Undergraduate University; Practical Teaching Ability; Promotion Path; Serve The Society; Integration Of Industry And Education

1 THE NECESSITY OF IMPROVING TEACHERS' PRACTICAL TEACHING ABILITY

Under the background of industrial upgrading and construction of innovative society, the practical teaching ability of professional teachers has become a significant condition for the construction of application-oriented universities and the achievement of the goal of cultivating application-oriented talents.

1.1 It is inevitable requirements for building application-oriented universities

The construction of application-oriented colleges and universities is a major decision of our county to guide some undergraduate colleges and universities to transform into application-oriented colleges and universities. Since the 13th Five-Year Plan, China has made great efforts to transform some of the universities into application-oriented university. Application-oriented universities focus on these four transformation goals: the idea of running universities has shifted to serving local economic and social development, the orientation of the universities has been transformed into training applied talents, the running mode of the university has shifted to

integration of industry and education and university-industry cooperation, the goal of the school is to strengthen students' ability to find jobs and start their own businesses.

1.2 It is the important ways to achieve the goal of cultivating applied talents

In the past 40 years of reform and opening up, China's economy has been developing rapidly, and new requirements have been put forward for the quantity and structure of talents. The goal of application-oriented universities is to cultivate better students and provide better services for economic and social development. Application-oriented colleges and universities should cultivate application-oriented talents needed by the development of economy and society, strengthen the training of students' practical ability [1]. Thus, practical teaching has become an important link in the teaching system of application-oriented colleges and universities. Professional teachers are the subject of cultivating students' practical teaching ability, whose practical teaching ability is the basis for the improvement of students' practical ability. Therefore, improving the practical teaching ability of professional teachers has become the top priority.

1.3 It is the necessary measures for the integration of industry and education to serve the society

In the new era, colleges and universities shoulder the four major functions: personnel training, scientific research, serving economic and social development, cultural inheritance and innovation. College teachers use their professional knowledge to serve the industry and regional economy and society, which can not only improve the ability of industry-university-research cooperation, but also give play to social values. In addition, it can enrich teaching cases, expand the ways to improve teaching quality, better guide students and cultivate students' innovation and entrepreneurship ability. In the practice of serving the society, college teachers will organically integrate the four functions and promote each other.

2 THE SHORTAGE OF PRACTICAL TEACHING OF ECONOMICS AND MANAGEMENT SPECIALTY IN APPLICATION-ORIENTED UNIVERSITIES

2.1 Lack of motivation for self-improvement

Professional title evaluation is the baton that guide the teaching and research work in colleges and universities in China. The evaluation and employment conditions of professional title in most universities are linked to the development orientation of the university. Although practical teaching is a key link in the cultivation of students' ability, it is not reflected in the system of professional title evaluation and employment or its proportion is too small, which objectively leads to teachers' insufficient attention to practical teaching. As the baton which directed the colleges and universities is not directed to practical teaching, teachers generally lack the subjective will to improve the ability of practical teaching.

Professional teachers have insufficient understanding of the importance of practical teaching and lack of motivation to improve practical teaching ability, which gave rise to several problems. Such as resulted in a serious disconnect between teachers' practical ability and corresponding vocational ability and post ability, lacked of a systematic grasp of the role of practical teaching in talent training system, lacked of a grasp of the relationship between theoretical teaching and practical teaching, and didn't realize the relationship between these two types teaching methods are intersecting and integrating and mutual promoting. These problems lead to the poor pertinence of guidance and the low quality of practical teaching [2].

2.2 Insufficient practical teaching conditions in and out the university

First, practical teaching conditions in colleges and universities can not meet the teaching needs. In contrast to science and technology majors, which need to invest in large machines and equipment, economic and management majors mainly carry out practical teaching through virtual simulation software, but most of them are faced with problems such as aging computer, lack of teaching software or delay in software updating. In addition, in recent years, the enrollment of economic and management majors is booming, the number of students is growing too fast for instructors to offer practical teaching courses that meet the teaching quality standards. The imperfect teaching conditions of software and hardware in the school restrict the practice teaching ability of the teachers of economics and management.

Second, the teaching quality of off-campus practice bases is difficult to meet the teaching standards. Firstly, students' practical courses are often out of touch with the actual operating environment of the enterprise, so it is difficult to meet the job requirements as soon as they take up the post. Secondly, the enterprises mainly train the new staff through the way "experienced employees train less experienced ones", so the knowledge imparting and skill practicing are not systematic and exhaustive. Because there are barriers in university-enterprise cooperation, it indirectly affects the improvement of teachers' practical teaching

ability.

2.3 Inadequate guarantee and coordination mechanisms

Because the improvement of teachers' practical teaching ability is a systematic project, so it is necessary for the universities to establish relevant mechanisms as a guarantee to improve teachers' practical teaching ability. However, the current guarantee mechanism is still a serious problem. In order to improve the quality of applied talents training and professional teachers' practical teaching ability with the limitation of funds, it is an effective way for the universities to integrate internal resources, promote the sharing of resources between Emerging Engineering Education and Emerging Liberal Arts, promote the cross integration and collaborative innovation of Emerging Engineering Education and Emerging Liberal Arts, and form the agglomeration effect of discipline development. Unfortunately, related guarantee and coordination mechanism have not been established, which not only limits the development space of economics and management majors, but also limits the improvement of teachers' practical teaching ability.

2.4 Inadequate evaluation and incentive schemes

The training objectives and tasks of application-oriented talents determine that teachers in application-oriented colleges and universities should have the qualities of "double-qualified and double-competent". The construction of "double-qualified and double-competent" teachers is also an important content and goal of the construction of application-oriented colleges and universities, which directly affects the quality of application-oriented talents training.

At present, the existing evaluation and incentive mechanism of practical teaching in some colleges and universities is not perfect enough. There are some problems, such as the same assessment standard applied for different disciplines, the same assessment standard used for both theory and practical teaching, and unclear evaluation indexes and unreasonable assessment system.

3 APPROACHES TO IMPROVE THE PRACTICAL TEACHING ABILITY OF TEACHERS MAJORING IN ECONOMICS AND MANAGEMENT IN APPLICATION-ORIENTED UNIVERSITIES

3.1 Strengthen guidance and encourage teachers to take the initiative to improve their practical teaching ability

Improving professional teachers' practical teaching ability is not only an inevitable requirement for the connotation development of application-oriented colleges, but also an important condition for improving the quality and level of application-oriented talents in colleges and universities. Improving teachers' practical teaching ability requires both internal and external forces to act together.

3.1.1 Teachers form the internal driving force to improve the practical teaching ability

A teacher's teaching ability is not only reflected in

teaching process, but also includes the ability to guide students to learn. The ability of teachers' practical teaching ability not only include the ability to apply the theoretical knowledge, also includes the concept of integrating the teachers' self-diathesis, the design ability of practical teaching, the organization and evaluation ability, and the industry-university-research cooperation ability in the teaching process. Therefore, "the teacher-centered "knowledge impart mode should be adjusted to "the student-centered" mode which is a knowledge creation and ability innovation mode [3].

Only when teachers have enough understanding of the importance and necessity of improving their practical teaching ability can they have a sense of urgency to improve their professional ability. First of all, they should change their teaching concepts and abandon the wrong understanding of emphasizing theory over practice. It is equally important to have a solid practical teaching ability and a rich theoretical foundation. Only the professional teachers have the internal driving force to improve the practical teaching ability can they take the initiative to seek improvement opportunities with the help of the good conditions provided by the universities and colleges.

3.1.2 Carry out teaching reform and support professional teachers to improve their practical teaching ability

The universities administrators should break the traditional educational concept and mode of "emphasis on scientific research and neglect teaching", "emphasis on theory and neglect practice". And at the same time, the university administrators should also encourage teaching reform and innovation, provide teachers with tolerant environment, sufficient incentive supporting policies and matched technology and equipment, guide teachers to perfect the combination of their theoretical knowledge and practical process, so that teachers can achieve the real improvement of teaching practice ability. Therefore, it is necessary for the teaching management department to break the traditional management thinking, adopt concepts of "supporting and serving more for teachers", and become the backing of teacher teaching reform.

At the same time, strengthening the practice teaching management, improving the practice teaching, arousing teachers' consciousness to enhance practical teaching are also very important. Meanwhile, carrying on practice teaching reform, reconstructing application-oriented personnel training programs, establishing a practical teaching system aiming at the cultivation of innovative spirit and professional ability and formulating curriculum standards and assessment system for practical teaching are also of equal importance.

3.2 To deep integrate industry and education and jointly construct the application-oriented talent training mode by universities and enterprises

We should fully understand the importance of the integration of industry and education, and the school-

enterprise cooperation in the application-oriented personnel training system. We also need strengthen the deep integration of government, universities and enterprises and other diverse subjects, deepen the supply-side structural reform of education and the reform the mode of talent training, comprehensively improve the quality of education, promote the coordinated development between education and economy and society, and integrate education into the local innovation system [4].

Enterprises and universities should give full play to their respective advantages and conduct effective cooperation. According to the development trend of the industry and the employment needs of enterprises, the university and enterprises will jointly negotiate a personnel cultivating program, build a practical curriculum system centering on vocational ability and comprehensive quality training, and jointly build professional laboratories and practice bases on campus and off-campus. It is also very necessary for universities to achieve the deep integration of industry and education, to construct a comprehensive practice teaching mode of "strong specialty, fine data, understanding business and innovation" for compound talents, to promote the reform of teaching content, curriculum system and teaching methods, and to constantly improve the degree of goal achievement and social satisfaction of the training of applied talents.

3.3 Increase investment and perfect practice teaching condition

The universities should establish practical teaching centers with perfect hardware and software, and integrated multi-disciplinary knowledge of economic management and professional post ability into virtual simulation teaching by increasing financial investment in practical teaching, so that students' comprehensive ability of enterprise operation practice and the comprehensive ability of innovation and entrepreneurship can be improved by simulation practice on campus, and constantly improve the professional ability and quality.

At the same time, it's a good choice for universities to establish several industry-university-research cooperation bases, and let the students have a chance to enter the enterprise to practice on regular post before they step into the workplace. On boarding training and qualifying period can also be reposed the to the graduation internship period so that the practice of real environment can better improve students' comprehensive quality and the faculty advisers of practice can understand the industry cutting-edge information and demand information in time. It is beneficial to improve teachers' practical teaching ability and industry-university-research cooperation ability.

3.4 Take the initiative to connect with the industry and improve the ability to serve society

Teachers in Colleges and universities should active serve the society and economy on the basis of their

profession, strengthen the interdisciplinary integration, actively carry out multi-level and multi-field social service at the national, local and industry levels, and vigorously enhance the ability of servicing the industry, social and regional economic. In order to improve the teaching quality and carry out scientific research work, teachers must be combined with the profession, demand and industry. Specifically speaking, teachers need to be based on teaching and guided by enterprise operation, management and services, combined teaching research with the actual enterprise operation management to improve the service ability and application of scientific research and teaching. Contacting with the enterprise research questions makes the teachers' practical teaching content more targeted, practical and cutting-edge. In this way, teachers can not only understand and solve the actual needs of enterprises, but also timely supplement classroom teaching practice with the actual cases of enterprises, so that the overall practical teaching ability of teachers can get effective exercise and improvement [4].

3.5 Carry out the classification supervision method, improve the incentive and assessment mechanism

The practical teaching team is an important part of the teaching staff in colleges and universities and is the main undertaker of the practical teaching activities in colleges and universities. It shoulders the important task of cultivating the practical ability, application ability and innovative spirit of college and university students. Effective and scientific evaluation mechanism can stimulate the vitality of the practical teaching team, stimulate the enthusiasm of the teachers, and mobilize their enthusiasm and creativity from many aspects, so as to build a "double-qualified and double-competent" teacher team.

Construct a four - level teaching quality control system of universities (colleges) - faculties - departments - individuals, with hierarchical management and classified assessment. The system is results-oriented,

pays equal attention to process and results, and continuously improve the quality of the closed loop system of teaching monitoring, so that the the quality of talent cultivation in an all-round way can be guaranteed. In addition, building multivariate evaluation mechanism, the introduction of graduates evaluation assessment and employer evaluation, perfect quality guarantee system of the internal and external contact and interaction are also necessary.

All in all, the improvement of practical teaching ability of professional teachers in application-oriented colleges and universities is a major event related to the high-quality development of higher education in China, and a systematic project requiring the tripartite collaborative innovation of teachers, universities and enterprises.

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Exploration on the Training Path of Double-qualified Teachers in Private Higher Vocational Colleges under the Background of the Three-education Reform

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Abstract: Teachers are the foundation of 'three education reform'. Private higher vocational colleges as an important part of vocational education, the construction of "double-qualified" teachers team in private higher vocational colleges is related to the cultivation of technical and skilled talents. Affected by many factors such as funding, private higher vocational colleges have many problems in talent introduction and performance evaluation in the process of cultivating double-qualified teachers. Therefore, it is necessary to continuously improve the training path of double-qualified teachers from the aspects of talent introduction, performance evaluation and school-enterprise cooperation, so as to better promote the development of vocational education in China.

Keywords: Three education Reform; Teacher Training; Path Optimization; practical ability; theoretical knowledge

1. INTRODUCTION

The development of society is inseparable from the support of talents. Driven by the wave of 'Industry 4.0' intelligent manufacturing, the demand for technical and skilled talents in society is increasing, and the cultivation of technical and skilled talents is inseparable from the development of vocational education[1]. Teachers, as the basis of the "three-education reform," are related to the development of vocational education. In particular, the "double-qualified" teachers with the combination of full-time and part-time play a vital role in the process of personnel training. The double-qualified teachers are the fundamental guarantee to improve the quality of personnel training in vocational education [2]. In December 2019, the State Council issued *Notice of the State Council on the issuance of the implementation plan of the national vocational education reform (Article 20 of Vocational Education)*. In Implementation Plan of National Vocational Education Reform, the State Council clearly proposed to take various measures to train "double-qualified" teachers, and put forward a series of measures from the aspects of the introduction of teachers in higher vocational colleges, the improvement of teachers quality and the flow of talents. However, due to the constraints of

various factors, the introduction and training of "double-qualified" teachers in higher vocational colleges, especially the training path of "double-qualified" teachers in higher vocational colleges with diversified social education, still lags far behind the goal of "20 vocational education".

2. RESEARCH STATUS OF "DOUBLE-QUALIFIED" TEACHERS TEAMS CONSTRUCTION AT HOME AND ABROAD

2.1 On the introduction of "double-qualified" teachers

As a pioneer and model of vocational education, Germany, Japan and the United States require professional teachers to be "double-qualified" teachers in the introduction of "double-qualified" teachers. In the process of introducing "double-qualified" teachers, higher vocational colleges in Germany require not only college education, but also at least five years of social practice experience. On this basis, some schools have further improved standards, requiring PhDs and having at least two years of teaching experience before taking office. Japanese higher vocational colleges require "double-qualified" teachers to obtain two bachelor's degrees: one is the bachelor's degree of technical specialty, the other is the bachelor's degree in education. Higher vocational colleges in the United States also put forward strict standards for the qualification of "double-qualified" teachers: at least to obtain a bachelor's degree, and not only to have educational training experience, but also to have production practice experience[3]. Chinese scholars generally believe that "double-qualified" teachers should be "double-qualified" teachers with both theoretical knowledge and practical ability. Higher vocational colleges should follow the principle of 'quantitative tailoring', strictly implement the certification standards of "double-qualified" teachers' professional qualifications, and recruit high-quality teachers with professional counterparts, rich experience and strong practical ability.

2.2 Performance appraisal of "double-qualified" teachers

In terms of the performance appraisal of "double-qualified" teachers, there are some problems in the current teacher evaluation system adopted by domestic higher vocational colleges, such as the lack of effective

evaluation indexes in reflecting the role of "double-qualified" teachers in the cultivation of technical and skilled talents, which makes the training orientation of "double-qualified" teachers unclear. Therefore, many scholars advocate that when establishing the performance evaluation standard of "double-qualified" teachers, both the diversity of evaluation indicators and the flexibility of evaluation methods should be considered. In developed countries such as Germany and the United States, a sound assessment and evaluation system for "double-qualified" teachers has been established through legislation and other forms, so as to effectively stimulate teachers' work enthusiasm, strengthen teachers' professional quality and improve the training level of technical and skilled talents in higher vocational colleges. The *Vocational Education Law regulation* issued by Germany in 1969 stipulates that teachers in higher vocational colleges need to participate in two national-level examinations within the specified time, namely the examination of professional knowledge and skills and the examination of teaching experience and ability. Only through the examination can they obtain the corresponding qualification for employment and promotion. The United States systematically evaluates the teaching, service and scientific research of teachers in higher vocational colleges from the four dimensions of students, colleagues, managers and teachers themselves, and the evaluation results will have a certain degree of impact on the optimization of teachers' teaching methods, on-the-job continuing education and salary, which will further improve the teaching level of "double-qualified" teachers. When the UK evaluates teachers in higher vocational colleges, it is based on the development of on-site work and requires teachers to go deep into the front line of enterprises, so as to achieve the purpose of combining practical operation with education and training. Moreover, a very strict quality management system is implemented based on professional qualification certificates.

2.3 Training of "double-qualified" teachers

In the "double-qualified" teacher training, many scholars believe that it is necessary to establish a sound teacher training mechanism, continuously improve relevant supporting laws and regulations, promote school-enterprise cooperation, and implement the integration of production and education. Higher vocational colleges attach importance to and do a good job in the construction of teacher training system to continuously improve the professional skills of "double-qualified" teachers. For example, Bai Zhitong puts forward the famous three-stage integration training mode: the first stage: pre-service training; the second stage: Secondary coaching and the third stage: after-service improvement. In terms of teacher training, the United States mainly adopts the teacher training mode combining pre-service training with in-service education after induction. Taking new teachers as the

object, it establishes a flexible and effective training mechanism for them to help teachers adapt to the current role faster and better, so as to put them into teaching practice more efficiently.

3. PROBLEMS IN THE CONSTRUCTION OF DOUBLE-QUALIFIED TEACHERS

From the proposal of the concept of "double-qualified" teachers in the late 1980s to the proposal of "take multi-measures to build "double-qualified" teachers teams" in the 2019's of *Notice of the State Council on the issuance of the implementation plan of the national vocational education reform*, the construction of "double-qualified" teachers in China has entered the standard development period from the scale construction period [4]. According to statistics, in 2019, the proportion of "double-qualified" teachers in higher vocational colleges in China reached 42.01 %. Although the proportion of "double-qualified" teachers has increased, there are still many problems in the construction of "double-qualified" teachers, which restrict the follow-up development of "double-qualified" teachers.

3.1 Imperfection of the qualification access system of "double-qualified" teachers

Although it was clearly stated in the *Notice of the State Council on the issuance of the implementation plan of the national vocational education reform* that "in principle, relevant professional teachers in higher vocational colleges and application-oriented universities should be publicly recruited from personnel with more than three years of enterprise work experience and higher vocational education" and that "the recruitment of graduates will no longer begin in 2020" [5], However the current fresh graduates are still the main source of professional teachers in higher vocational colleges, especially in private higher vocational colleges. Although higher vocational colleges take positive measures to recruit "double-qualified" teachers directly from enterprises and cultivate "double-qualified" teachers by school-enterprise joint training, due to the lack of relevant measures such as teacher treatment, the access system of this "double-qualified" teachers lacks flexibility and long-term planning. Therefore, although after years of policy promotion, the current "double-qualified" teachers in higher vocational colleges are still dominated by "double certificate", and the construction of "double-qualified" teachers in 'double-ability' is not truly realized

3.2 Insufficient of the practical work experience of "double-qualified" teachers

In 2019, *Notice of the State Council on the issuance of the implementation plan of the national vocational education reform* proposed that "the recruitment of graduates will no longer begin in 2020. However, due to the short implementation time of the policy, graduates are still the main source of professional teachers in higher vocational colleges, especially private higher vocational colleges. This employment

path from school to school makes professional teachers lack corresponding practical work experience at the beginning of entering higher vocational colleges. In addition, after entering higher vocational colleges, professional teachers will carry out short-term theoretical training in pre-service education and teaching. After obtaining the qualification of college teachers, they will directly serve as course teachers and lack relevant practical skills training. Moreover, most private higher vocational colleges mainly adopt trial-based recruitment and lack practical operation evaluation, which is easy to cause some applicants with rich practical experience to lose their teachers' positions because of unsatisfactory trial-based results[6]. This recruitment policy makes professional teachers in higher vocational colleges have strong theoretical teaching ability, and the lack of corresponding practical ability is not conducive to the construction of "double-qualified" double teacher team.

3.3 Imperfect of the performance evaluation standard of "double-qualified" teachers

At present, the performance evaluation standard and title promotion mechanism of teachers in higher vocational colleges basically adopt the same standard of ordinary colleges and universities, namely, the performance evaluation of teachers from both scientific research and teaching. For the private colleges with both undergraduate education and vocational education, the professional teachers who undertake vocational education focus on the assessment of scientific research achievements and teaching workload as well as the professional teachers who undertake undergraduate education in terms of title evaluation and performance evaluation. However, the assessment of the most important practical skills of technical and energy-saving personnel training is rarely involved or even not involved. In addition, in the promotion of teachers' professional titles, some professional skill certificates are not included in the evaluation index system as evaluation indexes. The imperfect performance evaluation standards and promotion mechanism of professional titles make professional teachers in vocational education still focus on topics and papers, and have no strong motivation to actively improve their practical skills, which is not conducive to the construction of "dual-ability" and "double-qualified" teachers.

3.4 Insufficient of the later training plan of "double-qualified" teachers

With the development of society, the demand for professional ability of technical and skilled talents is also changing, which requires the "double-qualified" teachers to continuously improve their theoretical teaching ability and practical teaching ability, and this requires the "double-qualified" teachers to continuously carry out the theory and practice of highly integrated learning, in order to better enhance and show their professional teaching level, so as to effectively serve education and teaching activities[7]. At present,

many colleges and universities cultivate and improve the practical ability of teachers by arranging teachers to work in enterprises, participating in cooperation and exchanges, but most of them are formalistic. Teachers do not really participate in the production activities of enterprises, so their effectiveness is poor. In addition, higher vocational colleges and industrial enterprises have not yet established a sound long-term cooperation mechanism, and the lack of practice platform for the integration of production and education leads to few opportunities for teachers to participate in corporate practice. Many reasons make the update speed of "double-qualified" teachers' professional and technical ability far behind the development of the industry, resulting in the disconnection between teachers' professional knowledge and economic and social development practice. The lack of post-training plan for "double-qualified" teachers seriously restricts the development of vocational education.

4. ANALYSIS ON THE TRAINING PATH OF "DOUBLE-QUALIFIED" TEACHERS

4.1 Establish a perfect pre-service training and in-service training system for "double-qualified" teachers.

Teachers are the foundation of the "three-education reform". *Notice of the State Council on the issuance of the implementation plan of the national vocational education reform* in 2019 clearly stated that take multi-measures to build "double-qualified" teachers teams. The "double-qualified" teachers here refer to teachers with certain theoretical teaching ability and practical teaching ability, which requires higher vocational colleges to establish and improve the pre-service training and in-service training system of "double-qualified" teachers. Especially for private higher vocational colleges, graduates are still the main source of their professional teachers. The lack of pre-service practical ability requires private higher vocational colleges to strengthen the pre-service training and post-service training planning of teachers, and truly establish a "double-qualified" teacher team of "theoretical teaching ability + practical teaching ability". Through the formulation of reasonable periodic on-the-job training plan, higher vocational colleges, especially for private higher vocational colleges with financial constraints, can strengthen the connection with industry and enterprises, establish a perfect practice platform for integration of production and education, strengthen the connection between teachers and enterprise practice, and so that teachers really participate in enterprise practice, promote teachers to continuously obtain new knowledge and theory, and synchronize with industrial development.

4.2 Establishing a sound performance evaluation system and promotion mechanism for "double-qualified" teachers.

At present, most private colleges in China have two types of education, namely, ordinary undergraduate education and vocational education. When evaluating the performance of their full-time teachers and

promoting their professional titles, both professional teachers who undertake undergraduate education and professional teachers who undertake vocational education adopt the mode of “scientific research + teaching”, and take the level and quantity of scientific research topics and the number and level of published papers as the basic indicators of professional title promotion. This evaluation system pays too much attention to the training and assessment of theoretical teaching ability for professional teachers who undertake the teaching task of vocational education, and ignores the important role of practical ability in their professional development, which is not conducive to the construction of “double-qualified” teachers. Therefore, when establishing the performance evaluation system and title promotion mechanism of “double-qualified” teachers in private higher vocational colleges, according to the different teaching tasks undertaken by professional teachers, the performance evaluation of teachers undertaking undergraduate education is carried out from the aspect of “scientific research + teaching”, while the performance evaluation of teachers undertaking vocational education is carried out from the aspect of “teaching + practice”. The performance evaluation system and title promotion mechanism of “double-qualified” teachers are established in a targeted manner to promote the construction of “double-qualified” teachers, so as to better promote the cultivation of technical and skilled talents

4.3 Improvement the practice platform of industry-education integration and establishment a long-term cooperation mechanism between colleges and industry enterprises

At present, in the process of the integration of production and education, due to the consideration of their own production activities, the short time of teachers' practice, the instability of school-enterprise cooperation enterprises and other reasons, teachers' summer hanging exercise, participation in cooperation and communication and other forms of practical exercise eventually become a mere formality, which does not really achieve the goal of improving teachers' practical ability. The promotion of “double-qualified” teachers' practical teaching ability is inseparable from the support of industry enterprises. It is necessary to establish a long-term cooperation mechanism between colleges and industry enterprises and to improve the practice platform of integration of production and education. On the one hand, on the premise of not affecting their normal operation, enterprises should reasonably arrange practical positions according to teachers' professional and ability levels, provide

teachers with the same skills training as enterprise employees, and provide teachers with the information and suggestions needed to optimize their teaching methods and knowledge system, so that teachers can truly participate in enterprise practice. On the other hand, teachers implement the assessment system of “same post, same quantity and same standard” in the practice period [8]. Through the practice of multi-post, multi-level and long duration, professional teachers can have a systematic understanding of the job selection, threshold requirements, growth path and ability improvement methods of professional graduates. And through practical work, there will be a clear understanding of the current market situation, technological development level and industrial dynamics. It is helpful for professional teachers to improve professional teaching methods and expand professional knowledge areas with goals and skills after returning to classroom.

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Study on the Application of Flipped Classroom in Accounting Teaching Practice in Universities

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Abstract: With the continuous development of contemporary information technology, enterprises' requirements for accounting talents are gradually improving. The traditional teaching mode leads to the problems in Accounting Teaching in universities, such as the mismatching of content and class hours, the neglect of students by teachers, the boring and boring class, and the emphasis on theory rather than practice. This paper mainly uses literature research method, interview method, observation method and other research methods, with constructivism learning theory, mastery learning theory and cooperative learning theory as the guidance, from the three aspects of pre-class, class and after-class to design the Accounting Teaching activities in and universities. And put forward to prepare the study materials carefully, improve the network platform, improve the students' ability to adapt to and change the teachers' thinking to improve the teaching ability and other countermeasures.

Keywords: Accounting Teaching; Flipped classroom; Teaching mode

1. INTRODUCTION

With the continuous development of the information society, the Internet and multimedia technology are also constantly innovating, and various industries have been impacted to varying degrees, and the education industry is no exception. "Flipped classroom" is a new teaching mode produced in the age of information technology. It mainly reverses the teaching concept, teaching structure, teaching means and teaching roles, which fits the modern educational concept.

Accounting in universities is a subject closely related to theory and practice, and attaches great importance to cultivating students' practical ability. However, the course content of Accounting Course Content, and the traditional indoctrinating mode of teaching is not conducive to stimulating students' enthusiasm for learning, resulting in poor learning effect of college students, and it is difficult to complete teaching tasks and achieve teaching objectives. "Flipped classroom" is applied to the teaching of accounting course in universities. By reassigning class time and combining online micro class with offline class, the time-space knowledge construction and internalization are completed by students through autonomous learning

boundary of teaching is broken, so that students can learn independently according to their own conditions, and improve their mastery of theoretical knowledge and practical operation ability.

2. CONCEPT DEFINITION AND THEORETICAL BASIS

2.1. Definition of flipped classroom

Flipped Classroom refers to the readjustment of time and knowledge learning consolidation in and out of class, and the transfer of learning decisions from teachers to students. It is mainly to reverse the way of imparting knowledge, the time and space of teaching and the relationship between teachers and students, so that students can take the initiative to learn, and teachers are no longer the dominant player in teaching, redefining the meaning of "teaching" and "learning".

Compared with traditional teaching mode, flipped classroom has the following characteristics: (1) Students-oriented, allowing students to truly become the masters of learning. Students can develop appropriate learning methods according to their knowledge acceptance ability, so as to improve learning efficiency and learning effect. (2) The teaching process is informationized. Flipped classroom combines teaching activities with information technology to exercise students' ability of independent learning and improve their interest in learning. (3) Comprehensive evaluation. Teachers can judge students' familiarity with knowledge by monitoring students' learning progress and duration before class, their active participation in teaching activities in class and homework after class, and conduct comprehensive evaluation on students, so as to give targeted guidance.

2.2. Theoretical basis

2.2.1. Constructivism learning theory

The main representative of constructivism theory is Piaget, a Swiss philosopher and psychologist. Piaget believed that if children wanted to have cognition of the external environment, they could not do without participating in the activities around them, using the original knowledge to promote the development of new knowledge, gradually enriching their own knowledge content, improving personal cognition and improving cognitive structure. The main contents of constructivism learning theory include: (1) Students' and active exploration, rather than relying on teachers' single teaching and indoctrination. (2) The role of

teachers in the teaching process should be the organizer of classroom activities and the guider and promoter of students' cognitive construction. Starting from students' existing knowledge and experience, teachers should stimulate students' enthusiasm in learning and realize knowledge acquisition and independent construction through reasonable teaching activities design. (3) Students are the main body in the teaching process [1]. In the process of knowledge construction, students should fully communicate and cooperate with other students.

The view of constructivism learning theory is consistent with the teaching concept of flipped classroom, and the learning mode advocated by it can be perfectly reflected in flipped classroom. Flipped classroom mode: By recording teaching videos, students can watch them independently before class and decide how many times to watch them, knowledge construction is carried out according to their previous knowledge and experience, and knowledge construction is carried out twice in class by completing teaching activities designed by teachers to gradually improve their own knowledge system. With students as the main teaching body, flipped classroom solves the problem of consistent pace of knowledge dissemination in traditional teaching. It respects the individual differences of students, so that students with relatively weak foundation will not fall behind, and students with strong understanding and solid foundation will not waste too much time [2].

2.2.2. Mastering learning theory

The representative figure who mastered the learning theory was The American Benjamin Bloom. The theory was mainly put forward to criticize the "one-third" prediction theory at that time. Bloom was very dissatisfied with this prediction theory, believing that it fixed the identity of students, ignored the development of students, and denied the possibility that poor students could realize self-change. At the same time, it weakens the motivation of teachers' teaching innovation and also causes great negative effects on students' learning enthusiasm. Mastering learning theory emphasizes that students' mastery of knowledge mainly depends on two aspects, the first is the teacher's teaching effect, the second is the time. If teachers are consistent in their teaching, students' learning depends on how long they spend studying.

Flipped classroom also emphasizes the learning time of students. In the traditional accounting class in universities, the class time is fixed, and the class is usually large. As a result, teachers cannot take into account the knowledge mastery of each student. They turn over the classroom teaching structure, through the reverse knowledge transfer from the traditional class, after class absorption internalization flip for knowledge transfer and absorption of internalization, in class before the class by placing a teaching resources in the network, let the students according to their own knowledge to master the ability of

knowledge acquisition, break the limit of time, in order to ensure the necessary for every student learning time.

2.3. Cooperative learning theory

Cooperative learning theory holds that in order to achieve a common learning goal, students learn cooperatively and cooperatively around the learning goal, and can improve and develop cognitive quality in the process of cooperative learning. Cooperative learning first requires teachers to group and match students. Groups are not randomly divided, and they need to be reasonably matched according to students' ability differences. The attainment of learning goals requires mutual assistance and division of labor among group members, and the measurement of the learning status of group members is based on the overall achievement of the group. In the process of cooperative learning, the teacher is the mentor, take the student as the main body, the need to ensure that every student can through the way of positive interaction and mutual discussion involved in the group learning, more outstanding member of the team members of help to a higher level of learning, and help process can consolidate and test their learning effect, thus rendering progress together a win-win situation [3].

The teacher-student relationship and discussion teaching advocated by cooperative learning theory coincide with that advocated by flipped classroom teaching theory. Flipped classroom advocates students to deepen and consolidate knowledge in the form of doubt solving and group cooperative inquiry in class, so that students can improve their cognitive ability and learning efficiency in group cooperation.

3. ANALYSIS OF PROBLEMS EXISTING IN CURRENT ACCOUNTING TEACHING IN UNIVERSITIES

3.1. Accounting courses content is more difficult, but less class hours

As the core course of accounting major, the basic teaching requirements of accounting course are that students can systematically understand the specific content of accounting of manufacturing enterprises and the method of preparing financial reports. In terms of content, the course covers a lot of content and a wide range, covering the six major factors of accounting: assets, liabilities, owners' equity, revenue, expenses and profits. At the same time, with the continuous international convergence of China's accounting standards, the number of accounting standards and the speed of change are constantly increasing and improving, so the course content is still increasing. In terms of difficulty, the difficulty of accounting course is higher than primary accounting but lower than intermediate accounting, and it pays more attention to students' theoretical understanding ability, practical business processing and related skills and operation ability.

Due to the large and difficult contents of accounting courses, even if the teaching hours are increasing, relative to the expanding accounting content, the class

hours are still difficult to meet. The direct result of insufficient classroom teaching time is that teachers are limited by time and are unable to explain each knowledge point clearly, which also leads to students' inability to fully absorb the knowledge point they need to master. So teachers in the actual teaching, in order to keep the teaching schedule, usually simplify the interpretation of some knowledge in the classroom, can only explain in detail the content of the difficult point, which makes foundation weak students in the class hour quantity is little, difficult to grasp the situation worse, lead to keep up with the teachers' teaching speed more and more difficult. Students with a solid foundation will also suffer from a lack of a knowledge structure.

3.2. The teacher is the leader of the classroom and ignores the students

The current accounting education process is still based on theoretical explanation, and the teacher in the classroom is the main role. In class, teachers explain the teaching content of each class in detail, and use questions to enhance students' understanding of key knowledge. Students test and integrate the knowledge they have learned through homework assigned by teachers after class. However, because accounting not only pays attention to theoretical knowledge, but also pays great attention to the application of a discipline, only to understand the theoretical knowledge, in some issues closely related to the practice of the lack of intuitive perceptual understanding. The so-called "grasp" is limited to theoretical knowledge, and accounting only rely on memorizing theoretical knowledge, unable to fully understand and grasp is meaningless. In addition, teachers are not aware of the church student grasp is the real teaching, just in order to complete the teaching mission explained the difficult point of each class, for students, they may not realize that the inner link of knowledge before and after, don't know the meaning of the so-called difficult point, lack of thinking, just blindly accept the teacher's explanation. The result is that students are always in a passive state of learning, and the teacher has been leading the classroom, ignoring the main role of students.

3.3. The classroom forms lack diversity and are boring
Because teachers are generally affected by exam-oriented education, they usually adopt the indoctrination teaching method in teaching. Teachers speak in class and students listen passively in their seats, which inevitably leads to a lack of vitality in the classroom and a dull and passive atmosphere. The communication between students and teachers can only be through questions in class. Teachers rarely pay attention to students' real experience in the process of receiving knowledge. Students become passive recipients of knowledge points, and it is difficult to avoid students' disinterest in the study of financial accounting. And accounting courses have theoretical knowledge is multifarious, wide content and boring

subject characteristics, even college students relative to concentrate, but the long-term use of rigid, mechanical single classroom mode, the diversity and flexibility, lack of teaching students to learn easily bored and resistance, direct performance in class can not lift spirit is, out in the classroom, Lack of learning initiative, or even lose interest in learning.

3.4. Pay more attention to theoretical content, light practical

The main objective of accounting course is to train students' ability to use modern financial management theory to discover, analyze and solve problems. However, the phenomenon of emphasizing theory rather than practice is widespread in the teaching of this course. Students' passive acceptance of knowledge makes it difficult for them to fully absorb, understand and apply it, resulting in poor learning effect. And in most colleges and universities to evaluate students learning financial accounting results of the way is to take a closed-book exam, mainly examine some memory problems, comprehensive analysis questions and practice questions relatively low proportion, students can through the test back answers, copy notes and other ways through the investigation smoothly. Once faced with actual financial problems, students will have no way to start, and will not apply the theoretical knowledge learned in practice to analyze and solve real economic business, resulting in a low comprehensive analysis and business solving ability. Besides, there is a gap between theory and practice, if can apply the theory of knowledge in practice, the students must be considered thoroughly for theoretical knowledge, a solid theoretical foundation will provide reliable basis for practical application and the safeguard, but practice and to further deepen the understanding of theoretical knowledge and mastery. Therefore, the status of theory and practice is equally important, and even practice is higher than theory, because the value of theory is finally reflected in practice.

4. APPLICATION OF FLIPPED CLASSROOM TEACHING MODE IN ACCOUNTING TEACHING IN UNIVERSITIES

Accounting is a subject that attaches great importance to the combination of theory and practice. In the teaching process, teachers should not only teach the basic theories of accounting, but also use accounting principles and methods to solve the problems by showing the actual economic business of enterprises, so as to help students really understand the relevant theoretical knowledge and learn to apply the relevant business. At the same time, students' professional ethics should be cultivated and their ability of creation, communication, coordination and professional evaluation should be improved [4]. In financial accounting in colleges and universities teaching practice, therefore, should try to change the traditional teaching pattern of mainly the non-computer majors, attempting to "flip" classroom teaching mode, using flexible teaching way and method, make full use of

modern information technology, so as to mobilize students study enthusiasm, improve the students' learning efficiency.

Taking the flipped classroom of "Balance sheet Level Analysis" as an example, this paper explores the application of this teaching mode in three parts: pre-class self-learning video, in-class implementation, and after-class consolidation and evaluation.

4.1. Pre-class activity design

Teachers clearly know students' ability to accept knowledge and the requirements of the syllabus before class, and reasonably formulate teaching content and teaching objectives. In addition, teachers need to record several short videos in advance, or select related videos on platforms such as MOOCs. The

length of the videos is not more than 10 minutes, because students' attention is generally 8-10 minutes, and the teaching videos within 10 minutes are conducive to students' concentration and improve their learning efficiency.

The teacher recorded a video of the lecture on "Balance sheet Level Analysis" in advance. After the video is recorded, the teacher needs to make groups according to the specific situation of the students and determine the group leader, inform the students about the class plan and arrangement in advance, and release the task list of self-study before class to the students on the Internet platform. Table 1 shows the self-learning task list of "Balance Sheet Level Analysis".

Table 1 Pre-class autonomous learning task list of Balance Sheet Level Analysis

Topic: Balance sheet level analysis				
Study guide	Goal achieved: Through watching videos, courseware and other learning resources, complete the tasks specified in the self-learning task list, understand the content of balance sheet analysis, master the preparation of balance sheet level analysis table, and be able to analyze the changes of assets and rights and interests.			
	Learning methods: (1) watching videos (2) independent exploration (3) team cooperation			
	Learning forms: 1. Before class: Students independently study related resources according to the schedule of the task list within the specified time, sort out the results of independent learning and put forward the problems in learning, complete the task through team discussion and upload the task list in time; 2. In class: the team will report the learning situation and display the task results. The team will ask questions or answer questions to each other.			
Individual autonomous learning tasks	Name of the task	Learning process		Study suggest
	Log on the course platform to learn theoretical knowledge	1. Read textbook carefully P102-106 (Balance Sheet Level Analysis) 2. Watch videos and PPT carefully (1) Preparation of balance sheet level analysis table (2) Balance sheet Level analysis (asset perspective) (3) Balance sheet Level analysis (equity perspective)		1. Read the textbook and mark the points you don't understand; 2. Log on the cloud class course platform, watch videos and PPT, and summarize knowledge points in the form of study notes; 3. Complete the online test.
	Task 1: Balance sheet level analysis Task 2: Distinguish between accounting policies and accounting estimates	After autonomous learning, I raised the question 1. 2. 3. ...		Complete the tasks assigned by the teacher: (1) Learning theoretical knowledge; (2) Complete [Task 1]; [Task 2]
	Individual independent learning and self-evaluation	My self-study task is complete A. Very serious B. serious C. general D. not very serious E. Not serious		Check the corresponding position, this item 10 points My self-assessment score is
		My analysis of balance sheet levels A. all. most B. Most of them C. Basic D. few E. No		Check the corresponding position, this item 10 points My self-assessment score is
Teamwork learning tasks	Task 3: A case study on the impact of accounting policies on financial statements Task 4: Analysis of balance sheets of selected public companies	up a team (5-6 people) and divide tasks 1. Discuss and exchange questions raised by team members in independent learning (1) Problems solved after team discussion (2) Feedback the unresolved problems to teachers 2. Complete balance sheet analysis of selected listed companies (1) Collect and sort out the case company information (2) Prepare the horizontal and vertical analysis tables of the case company's balance sheet (3) Analyze and evaluate the balance sheet of the case company from horizontal analysis, vertical analysis and project analysis respectively (4) Sorting out case analysis reports 3. Record the team discussion process Discussion time: Seminar Venue: Division of labor:		1. It is suggested that each team should have students with excellent academic performance who can play the role of passing, helping and leading 2. The team leader summarizes the problems raised by the team members in independent learning and organizes them to discuss and solve them. The unsolved problems are summarized and fed back to the teacher 3. Use netease and Juchao consulting to collect the data of case companies in the past three years (small and medium size board or GEM board), and select industries including manufacturing, home appliances, clothing and retail. 4. Teams in the same industry select different listed companies, and the industry and company selected by each team are unified and coordinated by the class representative. 5. The team leader is responsible for reviewing the members' attendance and assessing their contributions to the team.
Report in class	Results show	1. Show and report the research results in class, the results can take various forms (PPT, video, pictures, photos, research report) 2. Ask questions for further communication between teams: (1) (2) 3. Grading by student judges.		1. Each team selects one student to be the judge. 2. The team leader shall organize and present the team results in class. 3. Organize team members to ask questions about reports from other teams or answer questions from other teams..
Expand the thinking	Task 6: Improve the results, expand and improve	1. Summarized and summarized the balance sheet analysis according to the communication in class, revised and improved the research results; 2. Expand thinking and conduct scientific research training		1. Make in-depth research and make reasonable suggestions 2. Students who have the power to study can write research papers under the guidance of teachers to lay the foundation for graduation thesis writing

4.2. Classroom activity design

In flipped classroom teaching mode, classroom time is an important stage for students to internalize knowledge absorption. When designing classroom activities, teachers should adopt various teaching methods to attract students' attention, activate the classroom atmosphere and improve their enthusiasm. Attention should also be paid to the principle of unity of theory and practice. In this lesson, the teacher designed four teaching activities according to the teaching requirements of "balance sheet level analysis" and the key and difficult knowledge. The first one is "the gift of gab", which requires students to be able to tell the preparation principle and composition of the balance sheet level analysis table. The second is "discernment", which requires students to judge and correct the expression of relevant knowledge points; The third is a "test run", which requires students to analyze the level of the balance sheet from the perspective of assets and equity. The fourth is to teach students to suck eggs and ask students to make a correct level analysis of the balance sheet of a certain case enterprise.

4.3. After-school activity design

After class is one of the ways to give full play to the advantages of "flipped classroom" teaching mode, which requires the cooperation of teachers and students. After class, teachers make a reasonable evaluation of students' knowledge level and ability, think about the gap between them and the teaching goal, and make corresponding homework for students based on the teaching content.

After the "Balance sheet Level analysis" class, teachers make full use of modern Internet technology to publish homework requirements, such as asking students to draw a knowledge structure map for this class. Teachers should have a comprehensive and

in-depth understanding of students' homework completion. If students' correct rate of exercises is low after class, teachers should analyze the possible problems.

5. COUNTERMEASURES FOR IMPROVING FLIPPED CLASSROOM TEACHING IN ACCOUNTING TEACHING IN UNIVERSITIES

5.1. Carefully prepare pre-study materials

Students in self to watch the video, before receiving knowledge and absorb the internalization is turning a very important link, the patterns of teaching students in the class for knowledge understanding will directly affect the teachers' teaching, and students can make a basic understanding of knowledge depends largely on teacher's preparation of learning materials. In general, the pre-learning materials are mainly micro-lessons, and the video duration should not be too long, and the recording of the video should be interesting. If the video is boring and simple, it will reduce the desire of students to watch it repeatedly.

The quality assurance of video requires a lot of time

and energy of teachers, and it is possible that the video recorded by teachers may not be suitable for classroom teaching. Therefore, accounting teachers in universities can cooperate with each other to record some high-quality teaching videos or select appropriate and high-quality teaching videos on the Internet to form a database of financial accounting courses [5]. In this way, while ensuring the quality of teaching video, teachers' time can be saved, teaching quality can be improved, teaching cost can be reduced, and teaching resources can be shared.

5.2. Construction and improvement of network teaching platform

As a product of the Internet era, flipped classroom must rely on high-quality online teaching platform to play its role. Therefore, if universities want to make use of flipped classroom to achieve good teaching results in teaching, they should build and improve online teaching platform to ensure the smooth progress of students' learning process.

First of all, the smooth use of the network teaching platform cannot be separated from a good network environment, and the coverage range and speed of the network will have a direct impact on the implementation effect of flipped classroom. Therefore, universities should build and maintain the school's shared network platform, actively introduce 5G technology, build an efficient and robust campus network environment, and prevent the school network system from being jammed due to high frequency of use, old system and other problems, which will dampen students' enthusiasm for learning. Secondly, universities should develop or introduce a multi-functional network learning and communication platform that can provide teaching videos, teaching testing, teaching supervision and other functions to meet the common needs of students and teachers.

5.3. Improve students' classroom adaptability

In flipped classroom, students are transformed from passive learners in traditional teaching mode to active learners, and are expected to invest more time and energy in financial accounting learning than before. For example, students need to watch teaching videos before class and ensure that they can complete the teaching tasks independently and with high quality. However, many students' self-study ability still needs to be improved, and it is difficult to implement the link of watching videos for preview before class [6]. Moreover, most contemporary students can not help the temptation of the Internet, and they may do things unrelated to study online in the name of learning. If students do not study independently before class, the classroom may not be as effective as the traditional model in terms of wasted time.

Therefore, to implement flipped classroom, the first step is to change students' thoughts, so that students can identify with flipped classroom from the heart and attract their attention. Secondly, it is necessary to cultivate students' autonomous learning ability, self-

control ability and independent thinking ability. If students' understanding ability and self-control are poor, teachers can play the role of a group and enhance their autonomy by encouraging and supervising each other among group members.

5.4. Improve teachers' teaching thinking and ability

The implementation of flipped classroom is inseparable from students as well as teachers. Flipped classroom has higher requirements for teachers, because teachers are not only a teacher who transmits knowledge, but also a designer of learning, with more responsibilities and tasks. At the ideological level, teachers are required to take the students as the main body, return the classroom to the students, and the design of classroom activities should be student-centered. At the level of ability, teachers should not only have rich teaching experience and good classroom control ability, but also be familiar with the use of network teaching platform and adopt diversified teaching methods to carefully design and guide students to learn.

Therefore, colleges and universities should through the establishment of teacher incentive mechanism, encourage teachers to use flip classroom, changing teacher's teaching idea, at the same time to strengthen the information technology of existing accounting teacher training, establish and improve relevant training mechanism, encourage teachers to use information technology teaching, when encounter problems, positive communication and discussion, cooperative learning community.

6. CONCLUSIONS

This article through to flip in class to use analysis of the accounting teaching in and universities, the following conclusions: (1) based on reverse classroom, on the basis of theoretical research to clearly understand the differences with traditional infusion teaching in the class of flip and advantages, solve the contradictions of the unified teaching and students' personalized needs, to improve the teaching quality and teaching efficiency; (2) Based on the analysis of problems existing in accounting teaching in universities, flipped classroom helps students better master professional knowledge, improve professional skills, and improve students' independent learning ability and comprehensive ability; (3) Flipped classroom teaching results are good, but there are still some difficulties in the implementation process. It is

necessary to analyze the causes of flipped classroom teaching and solve them from the aspects of teaching resources, students and teachers.

Based on the analysis of the existing problems in the teaching practice of accounting, the teaching design based on the flipped classroom teaching mode has certain feasibility. However, since this teaching design has not been practiced, it still has certain limitations and needs further research. I hope this paper can throw a brick and lead more people to study flipped classroom from the perspective of financial accounting and explore better practical countermeasures.

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The Effect of the Ninth Radio Gymnastics on Special Children

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Abstract: To explore the effect of the ninth set of broadcast gymnastics exercise on the learning efficiency, sensitivity, sense of rhythm and movement ability of special children, and to provide theoretical reference for the physical education of special children. Based on the physical and mental characteristics of special children and the significance of carrying out the ninth set of broadcast gymnastics for special children, sixty special children in Chengdu Qingyang District Special Education Center were studied for three months by using the methods of literature, experiment and data analysis. After the Ninth Radio Gymnastics teaching experiment in three months, the special children of grade three and above learned to weave paper cranes and origami hats within a week, and could firmly grasp the weaving method, but they were still not skilled after not participating in the week. Ninety percent of the students were able to coordinate their hands, head, feet, eyes and limbs. Crawling increased from twenty-four percent to seventy-six percent, walking increased from thirty-six percent to ninety percent, stair climbing increased from sixteen percent to forty-six percent, running increased from twenty-eight percent to eighty percent, and tumbling increased from zero to thirty-four percent. Long-term practice of the Ninth Radio Gymnastics can stimulate and promote the physical and mental development of children with special needs.

Keywords: The ninth radio gymnastics; Special children; Physical education; Athletic ability; Exercise effect

1. INTRODUCTION

Generally speaking, special children is a general term for children who are physically and mentally underdeveloped. They differ significantly from normal children in intelligence, senses, emotions, bodies, behavior, speech or communication [1]. The morphological characteristics of special children are poor height, weight and bone formation, slow development and late maturity, and the degree of difference increases with the depth of defects. The characteristic of physical quality is that the physical quality is lower than that of ordinary children, and the more serious the intellectual development lags, the worse the quality; In motor behavior, cortical connectivity was weakened, protective inhibition was

dominant, and the interaction between the first signal system and the second signal system was impaired. Cognitive performance is the lack of perceptive initiative in exceptional children (children with intellectual disabilities), which is characterized by slow and narrow perception [2]. When children with special needs are not sufficiently differentiated, they have difficulty distinguishing similar objects. In addition, children with moderate mental retardation tend to lack painful experiences, they do not experience pain or hunger, they remember slowly, forget quickly, reproduce inaccurately, and forget more. Treating them correctly is a necessary character for a social person with moral conscience.

With the progress of society and the improvement of people's living standards, the needs of special children for rehabilitation are becoming more and more urgent. In the special physical education, because the teachers excessively consider the safety and let the special children do less sports, even no special physical education, greatly hinder their physical and mental development. Sports are particularly important in special education for special children. How to select appropriate sports to play its function and role according to the physical and mental characteristics of special children and the characteristics of sports has become the focus of special education consideration.

The Ninth Radio Gymnastics has various forms, simple movements, and is not limited by the venue, equipment and climate conditions. It is suitable for different objects to practice and the amount of exercise is easy to adjust. The amount of exercise is easy to adjust, especially suitable for those special children whose physical exercise is limited [3]. It can not only enhance physical health, promote physical and mental health, adjust posture, and can cultivate the spirit of collectivism, enhance self-confidence, set up the correct aesthetic concept. In addition, the simple ninth set of broadcast gymnastics also provides a pleasant and easy to accept way of learning for physical education, which can enrich the body language of special children, and improve their expression ability, and also play a very good supporting role in shaping a good code of conduct [4].

2. MATERIALS AND METHODS

2.1. Research Materials

There are sixty special children in Chengdu Qingyang

District Special Education Center, including twenty-eight boys, thirty-two girls, five autistic, three cerebral palsy, thirty-seven down syndrome and fifteen mentally handicapped. Most of the special children's body function is poor, uncoordinated movements clumsy, perceptual retardation, the signal processing of things reflect poor.

2.2. Research Methods

(1) Literature method

According to the theories and practical knowledge of sports science, medicine and other disciplines, we studied the research results and literature on physical education for special children, and drew on the existing theoretical and practical results.

(2) Experimental method

Use the Ninth Radio Gymnastics of China venture special education center of Chengdu sixty children special teaching experiment for three months, every day for one time in the morning and afternoon and, every time two times, five days a week, all special children except for the Ninth Radio Gymnastics practice other exercise, no longer guarantee to participate in the experiment of special children are able to skillfully complete set of nine broadcast The gymnastics. This set of broadcast gymnastics consists of the following nine parts: marking time, stretching exercise, chest broadening exercise, kicking exercise, body side exercise, body turning exercise, whole body exercise, jumping exercise and finishing exercise, which lasts for four minutes and forty-five seconds. Before and after the experiment, the students' learning efficiency, sensitivity, sense of rhythm and movement ability were tested and evaluated, and relevant data were recorded.

(3) Data analysis

The data before and after the experiment were analyzed statistically by Excel.

3. RESULTS AND DISCUSSION

3.1. The Aignificance of the Ninth Radio Gymnastics for special children

The Ninth Radio Gymnastics, while maintaining the characteristics of traditional radio gymnastics, introduces the basic movements of martial arts, shuttlecock kicking, swimming, bowling and modern dance, and highlights the style of "health, joy and times" [5]. Based on the advantages of the ninth set of radio gymnastics, it is of great significance for special children to exercise radio gymnastics.

(1) It is particularly important for special children to carry out radio gymnastics

Special children need guidance and help in their life, especially in their physical activities. With the improvement of people's living standard and the search for a higher spiritual life, normal people also need regular exercise, while special children are in the early stage of growth and learning, and their body and mind can be effectively adjusted. They can only carry out simple and feasible sports, while larger and more difficult sports are not suitable for them to exercise,

and can not achieve real results. Special children to a large extent need physical exercise and physical therapy to achieve physical rehabilitation and enhancement. Based on the advantages of various forms and simple operation of radio gymnastics, it is an effective means of physical function rehabilitation and enhancement of special children.

(2) It is necessary for special children to carry out radio gymnastics

Physical activity is the main means and form of sports. Due to the limited physical activities of special children, they need to carry out simple and small physical activities, and broadcast gymnastics is such a sports feature, and can achieve the expected goals. Through the practice of gymnastics, on the one hand, can enhance the physical condition of special children, improve their physical function. On the other hand, they can expand the field of communication, improve physical and mental health, improve the quality of life, and show their challenges to the potential of life [6].

(3) It is very feasible for special children to carry out radio gymnastics

Since the reform and opening up, China has promulgated the Education Law, Compulsory Education Law, Law on the Protection of Persons with Disabilities, Regulations on The Education of Persons with Disabilities, Interim Regulations on Special Education Schools and other laws and regulations, among which special provisions have been made on special education, providing a guarantee for the establishment of special physical education courses. Radio gymnastics is a common sport in primary and middle schools and should be promoted and popularized in special schools. According to the characteristics and specific needs of special children, combining with the characteristics of radio gymnastics, it is very feasible to carry out radio gymnastics for them.

3.2. The Current Situation of the Ninth Radio Gymnastics in Chengdu Qingyang District Special Education Center

Due to parents' concerns, students' own reasons (such as lack of confidence and limited physical activities), teachers' fear of accidents and other psychological and teaching conditions, most students are unable to do a wide range of activities, and some students suffer from paralysis. According to the physical deficiency of special children and the characteristics of the Ninth Radio Gymnastics itself, the Ninth Radio Gymnastics is a very suitable for special children to practice sports. Pass with respect to "The Ninth Radio Gymnastics has in special children physical education in the role, whether do you carry on the Ninth Radio Gymnastics teaching?" The survey found that the majority of teachers believe that the Ninth Radio Gymnastics plays an important role in developing the comprehensive quality of special children, especially can develop students' coordination ability, correct students' basic posture and cultivate students' will quality, it is a better way to realize the functional rehabilitation of special

children. Thus, physical education teachers in this issue is a positive attitude.

However, in terms of the reality of the Ninth Radio Gymnastics in physical education, there is enough room for improvement. Only a few teachers in physical education teaching, the Ninth Radio Gymnastics as a sports classroom teaching content, and they are not specialized gymnastics special teachers, which leads to the Ninth Radio Gymnastics and failed to effectively develop and popularization, did not play it in a special child, entertainment, sports education in the educational, educational, and other functions, exercise the effect is not good. This can see, the Ninth Radio Gymnastics is not valued, its effect did not get real embodiment.

3.3. Experimental Results of the Ninth Radio Gymnastics in Chengdu Qingyang District Special Education Center

(1) The Ninth Radio Gymnastics can improve the learning efficiency of special children

Interest is the best teacher, it is very important for special children to stimulate their interest in learning. According to the characteristics of special children, we adopt special teaching methods to stimulate students' interest in physical education. As can be seen from Table 1, the practice rate of the Ninth Radio Gymnastics is getting higher and higher, finally reaching 95%. After three months of the Ninth Radio Gymnastics teaching, the manual teaching comparison of the third grade and above special students in Chengdu Qingyang District Special Education Center found that the special children who participated in the Ninth Radio Gymnastics learning, In a week, they learned how to weave paper cranes and origami caps, and mastered the method firmly. However, students with special needs who did not participate in the Ninth Radio Gymnastics were still not skilled after a week. This can show that the Ninth Radio Gymnastics, can stimulate special children's interest in learning and learning desire, promote the improvement of their

Table 2 Comparison of the number of strokes per minute

	70 ~ 80 times	60~ 70 times	50~ 60 times	40~ 50 times	30~ 40 times	20~ 30 times	10~ 20 times	0~ 10 times	Not completely
Pre-learning	3	7	6	4	13	8	8	5	6
Post-learning	7	8	7	15	11	6	2	2	2

(3) The Ninth Radio Gymnastics can significantly improve the sports ability of special children.

As can be seen from Table 3, after three months of the Ninth Radio Gymnastics practice, they have made great progress. Improved abilities: crawling ability increased from 24% to 76%; Walking ability increased from 36% to 90%; Ability to walk up and down stairs increased from 16% to 46%; Running capacity increased from 28 percent to 80 percent; Roll ability increased from 0% to 34%. After three months of the Ninth Radio Gymnastics practice, especially from the

Table 3 General assessment of motor ability of special children

Crawling	Walking	Up and down the stairs	Running	Rolling
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intelligence level.

Table 1 Comparison of practice rate in the Ninth Radio Gymnastics

	Weeks	Pre-learning	Post-learning
Student practice rate(%)	1~3 weeks	60%	67%
	4~6 weeks	67%	76%
	7~9 weeks	76%	85%
	10~12 weeks	85%	95%

(2) The Ninth Radio Gymnastics can improve the sensitivity and sense of rhythm of special children.

It can be seen from Table 2 that the number and number of special children's racket are significantly higher than before, and their coordination ability is improved. At the beginning of learning the Ninth Radio Gymnastics, about 67% of the students in the school did not move their feet when doing movements with their hands, and did not move their hands when doing movements with their feet. "Eye following" movements are more difficult. After practice, 90% of the students can coordinate their hands, heads, feet and eyes with their bodies. For example, the first grade student surnamed He began to learn to exercise, because the head and limbs are not coordinated, learn to do head movement, head to the left, she did not put the whole body to the left in the past, head to the right, always will not turn, now she do head movement, head and limb coordination. Such as, a student surnamed Yang before learning to exercise, on the stairs on the heart feel afraid, sometimes the teacher or students to support her, she also had to go up a step, two feet to stop for a while, and then on a step, two feet to stop once again, now she has been able to a foot followed by a foot, a staircase followed by a staircase on the stairs. It shows that the Ninth Radio Gymnastics has played a certain role in the development of students' body coordination ability and sense of rhythm, greatly promoted the coordination and balance of hands, head, feet, eyes and limbs of special children, and improved their sensitivity and sense of rhythm.

beginning to the teacher's help to walk up and down the stairs, now he can walk up and down the stairs independently. However, some students such as Dai did not make much progress after three months of practice, and they still could not climb and climb stairs independently, mainly due to the relationship between innate athletic ability and fear. Physical education teachers should care more about this kind of students, let them like teachers, love sports, in order to have a greater improvement in sports ability.

Pre-learning	24%	36%	16%	28%	0%
Post-learning	76%	90%	46%	80%	34%

4. CONCLUSION

Special children to a large extent need physical exercise and physical therapy to achieve physical function rehabilitation and enhancement. In physical education and fitness special children, must be in accordance with the adolescents' growth and development regularity and the special children's physical and mental characteristics, choose a few unique sports teaching content, a lot of sports activities is limited due to the special children, the need for action is simple, less exercise and higher security of sports, the Ninth Radio Gymnastics is suitable project selection, and can achieve the desired exercise The goal should be to promote and popularize in special education [7].

Through the investigation of the special education center in Qingyang District of Chengdu, it is found that the Ninth Radio Gymnastics is not valued, and its status and function are not reflected in the physical education of special children. Through the experiment of the Ninth Radio Gymnastics on 60 students for 3 months, it is found that the Ninth Radio Gymnastics exercise can stimulate the learning interest of special children (especially the mentally handicapped children), promote their intellectual development and improve their learning efficiency. At the same time, it can also improve its movement sensitivity and sense of rhythm, so that its movement ability is significantly improved. It is suggested that the Ninth Radio Gymnastics should be taken as an important part of exercise for special children.

Physical education for special children is often neglected by people. It should be paid great attention to by relevant departments to scientifically develop a complete system of physical exercise suitable for special children, so that special students can also enjoy the fair, participating and shared sports rights [8].

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A Survey on College Students' Perceptions and Current Attitudes Towards Labor Education: Take the Example of Universities in Jiangxi Province

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Abstract: Labor education is an important component of the socialist education system with Chinese characteristics and one of the main contents of students' overall development in moral, intellectual, physical, social and aesthetic aspects. This study investigates the basic perceptions and attitudes of college students about labor education and the current situation of labor education in Jiangxi Province through questionnaire design, analyzes the factors affecting the perceptions and attitudes of labor education of college students from three levels: family, college and society, and puts forward relevant countermeasures and suggestions.

Keywords: College students; Labor education; Cognitive attitudes

1. INTRODUCTION

On 20 March 2020, the Central Committee of the Communist Party of China and the State Council issued the Opinions on Comprehensively Strengthening Labour Education in Schools and Universities in the New Era, putting forward the important idea of "integrating labour education into the whole process of talent training". As an important component of the socialist education system with Chinese characteristics, labour education is one of the main elements in the overall development of students' moral, intellectual, physical, social and aesthetic development. The fundamental purpose of strengthening labor education and promoting the integration of teaching and labor is to improve the comprehensive and overall literacy of human beings [1]. Universities should thoroughly implement the Chinese government series of important statements on labor education, comprehensively enhance young students' recognition of the value of labor as well as labor education, guide young college students to take labor as the foundation of their lives, and give full play to the important role of labor education in the establishment of moral education.

In this study, undergraduate and postgraduate students in Jiangxi province universities were used as the research subjects, and the cognition, attitude and current situation of college students about labor

education were investigated by questionnaires. Secondly, the questionnaires were collected for data processing, and the basic cognition and labor values of college students were analyzed; then, the labor-related behaviors of college students and the current situation of labor education organized by colleges and universities were investigated, and the main factors affecting the implementation of labor education were explored, and the relevant suggestions were put forward according to the conclusion. Based on the findings, we propose relevant suggestions.

2. REVIEW OF THE LITERATURE

Foreign scholars divide labor education into basic labor education and adult labor education. Scholars' studies mainly emphasize the importance of labor rights education and advocate improving students' labor education from two perspectives: the development of primary and secondary school materials and the setting of practical activities that combine labor and education [2-3].

In contrast, domestic scholars' research on labor education is centered on the interpretation of the connotation and value of labor education and the exploration of new paths of labor education. Liu Fangfang and Wu Qiong made a detailed interpretation of the ideological connotation and contemporary value of labor education based on the important speech delivered by the Chinese government on labor education [4]. Wang Yi et al. even emphasized the importance of labor education in the context of the new era in the context of artificial intelligence [5]. In addition, the exploration on the realization path of labor education has also made a lot of achievements, and the construction of a complete practical education system in colleges and universities oriented to labor literacy plays an important role in promoting students' growth and all-round development [6-7]. Moreover, fully combining the development of labor practice education with the special industries such as rural special industries and artificial intelligence industries is a new trend that follows the trend of the times and has a positive role in promoting the development of both labor education courses in colleges and universities and national economic undertakings [4-

5,8].

3. DATA SOURCES

In this study, a ten-day questionnaire collection was conducted from October 27 to November 5, 2020 using an online questionnaire distribution method with college students from nine universities in Jiangxi, including Jiangxi University of Finance and Economics, Nanchang University, Jiangxi Normal University, Jiangxi Agricultural University, Donghua University of Technology, and East China Jiaotong University. A total of 634 questionnaires were collected, of which 607 were valid, with a return rate of 95.74%.

The majority of the survey respondents were undergraduate students, accounting for 85.5 per cent, while the remaining 14.5 per cent were postgraduate students. Of these, 44.8 per cent were male and 55.2 per cent were female; 24.5 per cent were from rural areas, 33.6 per cent from rural areas and 41.8 per cent from urban areas; 39.5 per cent were only children and 60.5 per cent were non-only children. More than half of the parents of the survey respondents had no professional higher education, and 36.2 per cent worked in manual labour occupations.

4. COLLEGE STUDENTS' PERCEPTIONS AND ATTITUDES ABOUT LABOR EDUCATION

4.1 University students' perception of the concept of labour education

Judging from the Opinions on Comprehensively Strengthening Labor Education in Schools and Universities in the New Era promulgated by the Central Government, the labor education promoted at this stage is more inclined to physical labor, which is exactly in line with the perception of our questionnaire survey on whether labor education is physical labor. The survey results show that nearly 58% of college students think that what labor education advocates is physical labor, which indicates that most students' understanding about labor education is fair. However, 42.01% of students still understand labor education simply as purely mental labor education, and lack a clear and explicit perception of the concept of labor education (See Table 1).

Table 1 College students' perceptions of the concept of labour education

College students believe that labor in labor education is limited to manual labor	proportion
be	57.99%
Deny	42.01%

4.2 College students' perceptions of the core values of labour education

College students' perception of the core value of labor education is the subject's understanding of the value of labor and the concept of labor, which directly affects college students' attitudes toward participating in labor and being willing to receive labor-related education. The results of the survey on the core values of labour education show that university students generally

believe that labour education helps to cultivate personality, master skills and develop good habits, indicating that university students have a more positive perception of labour and have established more correct values of labour (See Table 2).

Table 2 College students' understanding of the core values of labor education

The core values of labour education mean	proportion
Cultivating character and enabling university students to establish the correct values of work	37.4%
Develop technology to equip university students with the necessary work skills and knowledge	41.52%
Developing habits so that college students learn to work	15.16%

4.3 Subjective attitudes of university students towards labour education

At present, artificial intelligence technology is changing rapidly, and various artificial intelligences are gradually replacing traditional physical and even mental labor. Technological progress has pushed universities to move closer to digitalization and intelligence in cultivating talents, and traditional labor education has been neglected, which often tends to create the illusion that labor is worthless for students. However, from the results of the survey on whether labor education is still needed in the age of artificial intelligence, more than 70% recognize the value of labor education in the digital age, and only about 8% of college students think that labor is unnecessary in current university education (See Table 3). It can be seen that college students hold a more correct and positive attitude towards labor education advocated at the current stage in China, that is, labor education has certain value and significance of the times.

Table 3 The need for college students to engage in labor education in the age of artificial intelligence

necessity	percentages
Very necessary.	36.74%
General necessity	40.03%
not essential	14.83%
unnecessary	6.75%
Totally unnecessary.	1.65%

4.4 Influence of family on college students' attitudes towards participation in labour education

The family is the first school for students, and the perceptions of parents and family members largely influence the values and behaviours of students. Due to the influence of our early family planning policy, many university students are the only children of their families, pampered by their parents and unconsciously involved in family labour activities. From the results of the survey, more than half of the parents have no requirement for their children to share the labor, and as many as 21.42% of them hold the wrong concept of "as long as the children study well". In such an atmosphere, students tend to develop long-term inertia, which results in poor work skills. This seriously hinders the overall development of students and even creates a group of "old people" (See Table 4).

Table 4 Parents' attitudes towards university students' participation in the labour force

Parents' attitudes towards university students' participation in the labour force	Cumulative percentage
As long as you study well, don't worry about the rest	21.42%
Can be done or not (not required)	36.9%
Encouraging labour participation	41.68%

5. CURRENT STATUS OF UNIVERSITY STUDENTS' PARTICIPATION IN LABOUR EDUCATION

5.1 Basic information on the participation of university students in labour practices

Compared to the good perception, the actual participation of university students in labour is not optimistic. The survey results show that college students are less likely to engage in domestic work at home, and more than half of them do so occasionally. College students spend more of their time and energy in winter and summer vacations on fun or internships to improve themselves, and leave more of their family work to their parents. This is not only the result of the students' own wishes, but also the result of the family atmosphere.

In addition, college students' participation in campus practical activities is also an important component of labor. The survey results show that students' participation in campus practical activities on labor education mainly focuses on comprehensive practical activities, and practical course activities related to major or elective and some public welfare social practices, and the percentage of these three components all reach over 60%. The number of college students participating in various forms of on-campus labor (such as sanitation and cleaning, greening and planting, class team activities with labor education as the theme, etc.) is limited, accounting for only 39.21%, which is the result of insufficient efforts to promote general physical labor in colleges and universities (See Table 5).

Table 5 Types of on-campus and off-campus practical work activities in which university students participate

Types of practical work activities in and out of school in which they participated	proportion
Work and technology, integrated practical activities	70.18%
Practical elective courses (e.g., home economics, cooking, handicrafts, gardening, and other hands-on labor extension courses, etc.)	69.52%
Strengthening the application of labour practices in the teaching process of the subject	65.4%
Various forms of school work (e.g. sanitation and cleaning, greening and planting, class activities with the theme of labour education, etc.)	39.21%
Off-campus labour practice (e.g. public service activities, voluntary service, study trips with labour education as the theme, social practice, etc.)	60.46%

5.2 Implementation of labour education in higher education

The survey data show that only 40.86% of colleges and

universities offer compulsory courses on labour topics, with insufficient investment in and attention to labour education, and many colleges and universities do not have special labour education courses (See Table6).

Table 6 Whether the university where the students are studying offers compulsory courses on labour topics

Availability of compulsory courses on the subject of labour education	proportion
be	40.86%
deny	59.14%

The diversity of the content and form of labour education determines to a certain extent whether students are willing to participate in practical activities. The results of the survey show that labour education in colleges and universities is more often organized to involve students in hygiene and cleaning, followed by practical training in internships related to their specialties, while education on labour concepts and practical education in industry and agriculture is relatively rare (See Table 7).

Table 7 Content of labour education conducted in higher education

The content of labour education conducted in higher education includes	proportion
Theoretical education on the Marxist concept of labour, education on labour values and general labour science knowledge	47.12%
Education on daily life work such as dormitory sanitation and cleaning, hard work, etc.	53.87%
Service work education such as sanitation and cleaning in classrooms, cafeterias, libraries and other public places on campus, and volunteerism	76.44%
Productive work education such as practical training, innovation and entrepreneurship	69.03%
Education in work and agriculture, such as loosening soil, weeding, planting vegetables and farming	44.48%

5.3 Main problems with labour education in higher education as perceived by university students

China put forward the concept of "moral, intellectual, physical, social and aesthetic education" a long time ago, and labour education is an important element in the training of Chinese talents. However, with the advancement of technology, many physical labors are replaced by robots or intelligent devices, and contemporary education emphasizes more on theoretical learning and mental labor, while general labor is often neglected in the education of college students. The feedback from the questionnaire results shows that in the current university labor education, some higher education institutions do not pay enough attention to the labor education of college students, and there are problems in the design of teaching contents and teaching system. Table 8 lists the proportional situation of the following five options, among which the college students' views on the over-emphasis on theoretical education and the lack of practical education in the teaching of professional courses are more significant. The specific manifestations of this are as follows.

5.3.1 Emphasis on theoretical education and weak practical education in professional teaching

The current university education service is in the process of continuous development and improvement, and social practice is being paid more and more attention by all institutions of higher education. However, to a certain extent, China's education is still a general education system based on theoretical education. In the teaching of some professional courses, college schools focus more on the teaching of theoretical knowledge, and tend to ignore the important role of theoretical practical practice in students' professional understanding. Under such a teaching mode, students usually feel at a loss when they enter the society due to the lack of practical experience, thus aggravating the difficulty of graduates' employment. In addition, the lack of practical education in universities also affects the transmission of the concept of work in university education, and tends to create the illusion that students only need to learn theory, and spend more time and energy on enjoyment, thus leading to more "giant babies".

5.3.2 Lack of labour platform carrier and professional labour education teachers

Due to the neglect of labour education in many universities, there are obvious deficiencies in curriculum setting, supporting resources and teacher construction, and the investment of material and financial resources in labour education is relatively small, so that the value of labour education itself cannot be given full play, thus stalling the implementation and development of labour education in schools. At the same time, this has, to a certain extent, prevented some students who are willing to work from participating in practical activities, and has inadvertently restricted the development of the diversity of their school activities.

5.3.3 Single and overly formalized form of labour education content

Due to the one-sided understanding of labor education and the lack of attention to it, many colleges and universities not only offer a small number of related activities, but also limit them to traditional activities such as dormitory housekeeping, campus cleaning and community service, which are relatively single in content and form and easily make students feel bored. At the same time, some colleges and universities organize similar activities in a perfunctory manner to cope with the education department or "act" for the purpose of building up the school's image, which seriously undermines students' sense of gaining participation in and enjoyment of labor. In the long run, students' understanding of labor education will only remain on the surface, and the concept of the glory of labor will gradually be forgotten.

5.3.4 School culture lacks a labor culture

The lack of esteem for labour in campus culture is also an important factor in the problems of labour education. Compared with primary and secondary schools, the

promotion of the concept of labour in China's colleges and universities is obviously inadequate; an atmosphere of honouring labour has not been formed on many college campuses, and it is impossible to essentially cultivate correct labour values and good labour qualities in students, resulting in a relatively weak awareness of labour among university students and in graduates entering society at a loss (See Table 8).

Table 8 Main problems in labour education in universities as perceived by university students

Main issues	proportion
The content and form of labour education is relatively homogeneous, with one-sided emphasis on self-care and compulsory labour education	43.99%
Lack of attention to labour education in schools and excessive formalization	31.47%
Emphasis on theoretical education and weak practical education in the teaching of professional courses	69.03%
Lack of labour culture in campus culture building	28.5%
Lack of labor platform vehicles and specialized labor education teachers	48.76%

6. RECOMMENDATIONS

Based on the above questionnaires and findings, this study makes the following recommendations related to the family, school and society levels.

6.1 Family level

Parents should change their traditional mindset of only getting marks and guide their students to develop holistically. While focusing on their studies, they should encourage their children to take the initiative to share family work or to volunteer in the community or in the street. At the same time, parents should realize that care is not coddling, they should know how to "let go" and let their children experience various kinds of work in life, so as to exercise their ability to live independently. Secondly, should actively cooperate with the social practice tasks assigned to students by colleges and universities, and work together with schools to cultivate a positive sense of work and values in their children.

6.2 School level

Higher education institutions should understand the core connotation and value of labour education from its essence, earnestly implement the Opinions on Comprehensively Strengthening Labour Education in Schools and Universities in the New Era issued by the Central Committee of the Communist Party of China and the State Council, raise students' awareness of the importance of labour education, and truly incorporate labour education into the whole process of talent training instead of formalizing and superficializing it. At the same time, a number of relevant professional courses should be planned, and a group of high-quality professional teachers should be trained to make up for the lack of teaching resources in this area; innovative teaching modes and contents should be introduced, and labor education should be organically combined with ideological and political education, social practice and

voluntary service in an innovative way, so as to develop practical courses with real meaning of labor education without making students bored. It is necessary to actively publicize the in-depth development of labor education and create a campus atmosphere that honors labor and promotes craftsmanship; it is possible to set up a reasonable and standardized record and reward mechanism for students' participation in labor practice and regularly hold activities similar to the selection of model workers to encourage more college students to actively participate in the practice of labor education instead of just completing the set tasks or achieving a certain purpose is to encourage more students to actively participate in the practice of labor education, rather than just completing the set tasks or achieving a certain number of points.

6.3 Social dimension

Communities, organizations and enterprises should reasonably offer relevant voluntary services or experiential practical activities, and use incentives such as the awarding of certificates to encourage and guide university students to devote their time after school to social practice, so as to experience life and society through work. The education authorities and the government should actively implement the central government's policy guidelines on strengthening labor education, promote cooperation between universities and enterprises and social organizations to offer practical and experiential second classroom activities, combine professional knowledge with practical exercises, and innovate the institutional mechanism for talent training; at the same time, the government should optimize the occupational treatment gap, subsidize low-income workers, raise the welfare level of ordinary labor positions, and provide them with better The government should optimize the occupational treatment gap, subsidize low-income workers, raise the welfare level of general labor positions, and provide them with better occupational treatment. Relevant propaganda departments and

institutions should actively create a social atmosphere in which there is no high or low level of occupation and work is glorious, so as to guide students to establish a correct concept of occupation.

ACKNOWLEDGEMENT

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Research on the Existing Problems and Countermeasures of Educational Informatization Teaching in Primary and Secondary Schools

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Abstract: With the development of the times and social progress, our country has put forward the necessary development requirements for education informatization. This article introduces the importance of education informatization teaching in primary and secondary schools, sorts out the problems existing in education informatization teaching in primary and secondary schools, and focuses on practical problems from four aspects: complementary strategies, selective strategies, balanced strategies and gradual strategies. Research on the development strategy of primary school education informatization teaching.

Keywords: Primary And Secondary Schools Education; Importance Of Informatization Teaching; Problems In Education Informatization Teaching; Development Strategy Of Education Informatization; Information Technology

1. THE IMPORTANCE OF INFORMATIZATION TEACHING IN PRIMARY AND SECONDARY SCHOOLS EDUCATION

The positive effects of information technology on primary and secondary education. At present, many primary and secondary schools are actively using information technology, but information technology itself is neutral. Only by using information technology in better teaching activities can we make more contributions to the development of primary and secondary education. For example, the application of assistive technologies such as VR/AR, 3D printing, computers and electronic display screens has effectively improved the richness of educational methods in primary and secondary schools, and at the same time improved the level of teaching management in primary and secondary education. Information technology has also established teaching platforms such as remote MOOCs to actively promote a new journey of primary and secondary education.

Our country has always advocated education fairness and continuously improved the quality of education. However, the current education system in our country is not perfect, and the distribution of educational resources is uneven. The development of information technology has given a strong impetus to the development of equalization of education. Through education informatization, children in various regions

of our country, especially in remote areas, can obtain more modern and high-quality education.

Now is the era of modern education and quality education. Educational informatization is a booster for the development of educational modernization. Therefore, it is particularly important to accelerate the construction of informatized campuses and to coordinate the construction of an integrated informatized teaching, management and service platform. With the development of information technology and the continuous advancement of science and technology, intelligent and networked information technology has gradually become popular in the classrooms of primary and secondary schools. At the same time, teachers occupies a key position in the advancement of education informatization. In the future, teachers' professional quality and professional ability training should be compatible with education informatization. While in-depth study and mastering of the essential connotation of education information technology, teachers should be encouraged to achieve proficient application and practice of information technology.

2. PROBLEMS IN EDUCATION INFORMATIZATION TEACHING IN PRIMARY AND SECONDARY SCHOOLS

2.1 Educational informatization is too one-sided and fails to give full play to the advantages of information resources

In the process of the development of education informatization in primary and secondary schools, too much pursuit of one-sided, formalized education, failure to fully integrate both information and education, inadequate infrastructure construction, limited concepts, and failure to give full play to information and education resources make full use of it. In teaching, the use of educational informatization can only be limited to simple curriculum applications, rather than complementing the advantages of staged education, traditional concepts have different understandings of information technology, and teachers have insufficient understanding of the actual situation of students, leading to the fact that informatization teaching is a mere formality, unable to play to the complementary advantages of information resources for traditional education.

2.2 Teachers and students lack knowledge and understanding of informatization teaching

In teaching, many teachers rely on traditional experience-based teaching and cannot master and use information-based teaching well. As the guide and organizer of student education, teachers lack the necessary information literacy and information-based teaching for students. Among teachers, information-based teaching is only used as an auxiliary teaching method, and cannot be expanded and extended by using information-based resources in classroom teaching. In the inertia of teaching thinking, students think that information technology is only a network entertainment game. Fully produce an intuitive cognitive understanding of information teaching, which limits the in-depth knowledge of teachers and students on information teaching.

2.3 The practical applicability of information technology cannot be effectively improved

In teaching, education informatization is to use information technology to modernize education and cultivate innovative talents in the information society. However, in teaching, the practical application of information technology remains in the superficial form, and teachers more often regard information technology as a single teaching. Auxiliary, in the cognition of information technology in the teaching form and course structure, it is only used as a courseware broadcast media aid, and the application ability is naturally impossible to talk about. From the technical level to the application practice, there is a lack of practical application ability of information technology.

3. RESEARCH ON THE DEVELOPMENT STRATEGY OF EDUCATION INFORMATIZATION IN PRIMARY AND SECONDARY SCHOOLS

The application of educational informatization to teaching in primary and secondary schools is by no means a simple intervention as a technical means or tool. The second is to fully integrate educational informatization with primary and secondary school teaching, and apply the theory of educational informatization to teaching links such as teaching design to optimize teaching process. To achieve this goal, the following four strategies should be followed. The first is complementary strategie. The traditional teaching methods in primary and secondary schools are produced on the basis of comprehensive consideration of academic conditions. They have a scientific and reasonable side. When educational information is applied to teaching, it cannot completely abandon the existing teaching methods. In traditional teaching, classroom teaching is still the main thing. In the classroom, teachers talk more and students participate less. Especially for primary and middle school students, classroom teaching seems monotonous and boring. The application of educational informatization can design more student

activities, stimulate students' interest in learning, and at the same time make the teaching content more vivid and vivid. In teaching, the application of educational informatization has advantages and disadvantages. Educational informatization makes teaching more vivid and intuitive, but in some teaching content, the cultivation of students' logical thinking and abstract thinking is weakened. Therefore, we must apply education informatization to traditional classroom teaching, make the two perfectly blend, give play to their respective advantages, improve teaching efficiency, and achieve the optimization of the teaching process.

The second is selective strategy. The application of educational informatization to serve the teaching of primary and secondary schools is not simply to replace traditional teaching with it, but to give play to its advanced informatization function to show some of the teaching activities that you want to do but cannot be completed in traditional teaching, which is conducive to students have a better understanding and mastery of knowledge, and carry out independent learning in or out of class. The purpose of using educational informatization is to make up for the shortcomings of traditional teaching, give full play to the advantages of educational informatization, and design teaching activities more effectively. Not all teaching activities need to use educational informatization, nor do they use educational informatization. Informatization teaching is good teaching. Therefore, whether or not education informatization is used or not, how to apply the theory of education informatization depends on the specific situation. The students' situation, main teaching content and teaching goals all determine how to apply. We can't just simply pursue the use of information technology. The application of educational informatization in teaching should fully consider the selectivity, and should not be used reluctantly.

The third is a balanced strategy. The balance strategy means that the effectiveness of education informatization applied to primary and secondary school education should consider the balance of the three characteristics of effect, efficiency, and benefit. Teachers spend a lot of energy and time to prepare a teaching content, which improves the teaching effect but reduces the efficiency. However, if the pursuit of efficiency is only to turn the teaching content into a movie, the teaching effect and benefit will be reduced. Therefore, when applying the theory of educational informatization in teaching, it is necessary to carry out a specific analysis according to the teaching content and the situation of students, in order to achieve a balance between the three.

The fourth is a gradual strategy. At present, although the theory of educational informatization has been understood by more teachers and applied in teaching, the application of educational informatization to teaching in primary and secondary schools is still in the exploratory stage. On the one hand, the application of

educational informatization to the teaching of primary and secondary schools should consider the actual situation of students. The current primary and secondary schools hardly understand this emerging informatization teaching method and have no experience in using it. This will bring about the application of educational informatization. Come resistance. On the other hand, the application of the theory of educational informatization in teaching will make students pay more attention to the teaching content they like to learn, and the teaching process such as the cultivation of calculation ability and abstract thinking will be more difficult. Therefore, we must actively face the reality of teaching and recognize the adaptability, stage and gradual nature of education informatization applied to teaching in primary and secondary schools.

4. CONCLUSION

This article puts out that educational informatization is too one-sided and fails to give full play to the advantages of information resources, teachers and students lack knowledge and understanding of informatization teaching, and the practical applicability of information technology cannot be effectively improved. Research on the development strategies of informatized education in primary and secondary schools is carried out from four aspects: complementary strategies, selective strategies, balanced strategies and gradual strategies. At the next

stage, it is necessary to do research on the existing problems and countermeasures of educational intellectualization teaching in primary and secondary schools.

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A Novel Employment Model of College Students Based on "Cloud Recruitment" in the Context of Post- epidemic: A Case Study of the “Image-Instant Music Video-Cloud Resume-Intelligent Cloud Recommendation” Platform

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Abstract: Due to the COVID-19 outbreak in 2020, the way people live and work has changed significantly. In the era of Internet plus, the recruitment mode of most enterprises has changed from offline recruitment to online recruitment, and then "cloud recruitment" and "cloud job hunting" have become the mainstream recruitment methods. At the same time, the employment mode of college students has changed from a single passive recruitment to active online self-recommendation, which is both an opportunity and an unprecedented challenge for vocational college students. This paper starts from the employment issue of the current domestic college students, and how to combine cloud recruitment and college students' job hunting is expounded. This paper aims to fully exploit the advantages of the Internet era, realize the diversification of job-hunting methods and platform resource sharing, as an attempt to continuously create a novel employment model in the post-epidemic era.

Keywords: Three-Dimensional Resume; Cloud Recruitment; Post-Epidemic Era; The Internet; A New Mode Of Employment.

Domestic college students currently face difficult recruitment issues. The national economy has been severely impacted by COVID-19. Moreover, the main trend in China has been the development of small and medium-sized enterprises, but self-employed and small and medium-sized enterprises have weak disaster resistance and have been heavily affected by the pandemic. Many enterprises have stopped production. Notwithstanding this, the enrollment of colleges and universities has continued to increase year by year, and the number of graduates has increased accordingly. High unemployment has resulted during this period. The introduction of pandemic prevention measures brought the pandemic situation under control, and the prevention and control of the pandemic has become normalized. Nonetheless,

it remains difficult for enterprises to carry out offline recruitment activities speedily, leading to communication difficulties between college graduates and potential employers. "Cloud recruitment" and "cloud job-hunting" refer to the application of cloud computing technology to enterprise recruitment and job interviewing and to a two-way mode of enterprise recruitment and online job-hunting using the Internet. Cloud recruitment has been welcomed by the majority of job seekers as a novel and simple method of job hunting.

Moreover, many small and medium-sized enterprises are coming to regard cloud recruitment as a mainstream recruitment mode.

1. THE BACKGROUND OF THE NEW EMPLOYMENT MODE

(1) Cloud recruitment has become the new normal in the post-epidemic era

During the COVID-19 pandemic in 2020, the government released relevant policies to vigorously facilitate the expansion of domestic demand, stimulate consumption and resume work and production, and the "housing economy" led the transformation and upgrading of the consumer market. As a result, a number of novel consumption patterns gradually grow stronger. In 2021, the impact of the outbreak on graduates will remain. With the normalization of epidemic prevention and control, according to the relevant measures of the Ministry of Education, online cloud job hunting and cloud recruitment have become the mainstream form of today's market. Many job seekers are faced with more online job fairs. Fifty-three percent of the graduates think a combination of online and offline interviewing methods is more effective. Recruiters are also more willing to solve recruitment problems online, which saves the cost of offline recruitment, while improving efficiency.

As suggested from 58.com's 2021 College Graduate Employment Report, the majority of graduates

progressively start to send out resumes from the fall of 2020, and the peak job search period would be from January to April 2021, with 58 percent of graduates choosing recruitment websites to send out resumes. In addition, job fairs and the official websites of enterprises are also the channels through which most graduates submit their resumes, accounting for 56% and 48% respectively [1]. The Charts are shown in figure 1. Thus, in the post-epidemic era, online recruitment platforms are the primary job-hunting channel for graduates.

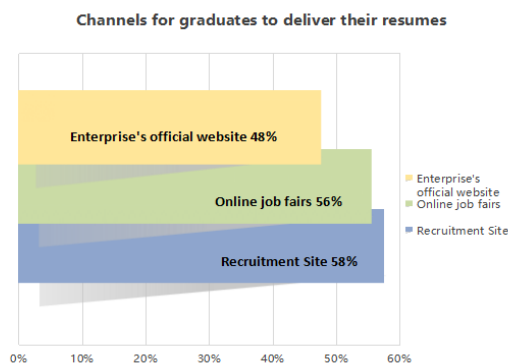


Figure 1 Resume delivery channels for graduates from January to April 2021

The advent of the Internet era has stimulated the Internet industry to rise against the trend, and the demand for recruitment has expanded. According to the 2021 College Student Employability survey by Zhaopin.com, IT/ communication/electronics/Internet industry has become the most desired industry for more than a quarter of graduates [2]. The Charts are shown in figure 2. The rapid development of information technology and the wide application of new technologies such as 5G, big data, Internet of Things and artificial intelligence have created considerable demand for high-paying jobs, which to some extent has also stimulated college students' interest in employment.

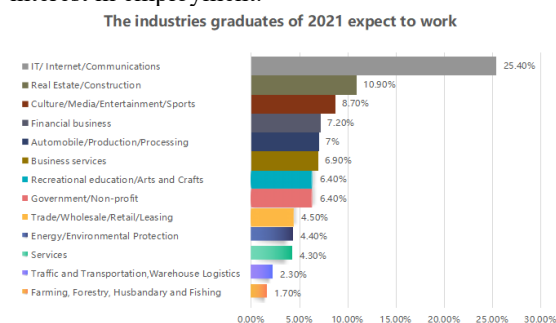


Figure 2 Industries in which new graduates expect to work

(2) Colleges and universities promote employment and call for employment tools

In 2021, as the national university enrollment expansion policy has been rolled out, the number of students will continue to expand, and the number of fresh graduates is expected to reach a peak of 9.09

million, 350,000 more than in 2020. The Charts are shown in figure 3. In addition, the return of overseas students and the epidemic have caused more overseas students to choose to return home to find jobs, making this year's new workers face even fiercer competition. It is therefore revealed that in the future, the number of college graduates will only increase a lot, which will lead to great social employment pressure. Since the first quarter of this year, the national economy has maintained a steady recovery, thereby laying a solid foundation for stable employment. However, the epidemic continues to have a profound impact on employment, and the employment situation of college graduates in 2021 is still not optimistic.

Analysis of the number of college graduates in China from 2011 to 2021

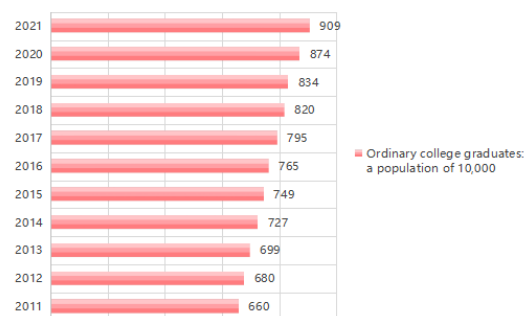


Figure 3 Analysis of the number of college graduates in China in 2021-2021

With higher education becoming more and more popular, how to solve the employment problem of fresh graduates and ensure the steady growth of employment rate has become one of the fundamental tasks of the country in 2021. The development of a country cannot be separated from the popularization of college education, so employment should be guaranteed first. For job seekers and fresh graduates, the current job-hunting environment affected by the epidemic is not friendly. In general, hundreds of resumes are sent out without any response. In addition, online recruitment has higher requirements for resumes, and a resume with a mismatched major and not outstanding characteristics will only make it difficult to get a job.

The launch of such Internet job-hunting platforms as "Image-Instant Music Video-Cloud Resume-Intelligent Cloud Recommendation" has broken the stalemate. On the one hand, the platform's special customized services provide convenience for graduates, solve the pain points of resume packaging and delivery, improve the success rate of recruitment. On the other hand, the online recruitment of the platform helps enterprises save the recruitment cost and alleviate the financial difficulties of enterprises in recruitment. At the same time, the platform has opened up new directions for employment and entrepreneurship, and driven the development of the video market. The platform can seek national financial support policies for small and medium-sized enterprises to start businesses, so that investors can enjoy preferential policies.

(3) The flat resume encounters the dilemma of professional ability expression in cloud recruitment. In an age when industries are going digital, the traditional print resume is at a significant disadvantage to many job seekers. In addition, a traditional print resume can only show words and pictures, which do not give employers a more detailed view of the candidate. It is worth mentioning that for the graduates who need to provide professional works and have certain requirements for personal image in art, architecture, software, foreign language and others, a simple flat resume will reduce the efficiency of their participation in cloud recruitment, and even leave a poor impression on HR.

Ordinary flat resume has been unable to meet the requirements of cloud recruitment. Therefore, the three-dimensional resume customization service of Internet platform, such as "Image-Instant Music Video-Cloud Resume-Intelligent Cloud Recommendation", can more comprehensively show the applicants' own mental outlook and professional quality. At the same time, the online play of short video tools is flexible, targeted and accurate, which makes job seekers have obvious advantages in cloud recruitment. For some art industry recruitment, simple traditional text resume cannot reflect the vivid image of the applicant, and three-dimensional resume can present the truest side of the applicant, so the success rate will be greatly improved.

Through three-dimensional resumes, recruiters can find the right target talents more accurately and solve the problem of information asymmetry encountered in online job hunting and recruitment. Coupled with the gap in the video industry in today's market, three-dimensional resumes have a huge room for improvement, i.e., positive policies and opportunities at the same time.

In the face of the fierce resource competition in the Internet era, the traditional flat resume from delivery to interview takes more time and resources than cloud job hunting and cloud recruitment, and the proportion of possible applications will be gradually reduced in the future. However, compared with the traditional resume, three-dimensional resume takes less time, and has strong expressive force, wide application, diverse delivery methods and other characteristics, which greatly saves enterprises and job seekers two-way resources.

(4) 5G technology is accelerating the development of the short video industry

The report on the work of the Government in 2020 proposes to "make good use of Internet plus, promote the integration of online and offline, and develop new business forms and models". Among them, 5G technology will make our future information technology into a new generation. Indeed, for the current tide of the Internet, the support of 5G technology will continuously upgrade the consumption of Internet content.

The development of Internet technology has promoted the rise of short video. Short videos are flexible, able to be edited and can be shared in a variety of new social attributes, which can better meet the needs of young people to share their lives and work. At the same time, the upcoming perfection of 5G technology also provides more stable and convenient technical support for the dissemination and sharing of short videos.

The blowout development of kuaishou, Douyin, Huoshan and other short video platforms has become the current mainstream trend, which drives the rapid popularization and dissemination of content video, life video and other short videos. Today, short videos have become the most popular type of content among users. According to the survey, 41 percent of companies have or will soon introduce video into the hiring process [3]. The Charts are shown in figure 4.

Data shows that 95 percent of companies find online video interviews very effective [4]. The Charts are shown in figure 5. Currently, the widespread use of short videos has greatly influenced the way job seekers communicate and the first impression they give to interviewers. At the same time, job seekers want to stand out from the crowd by showing the interviewer a quick video of themselves.

Video usage of corporate recruitment processes

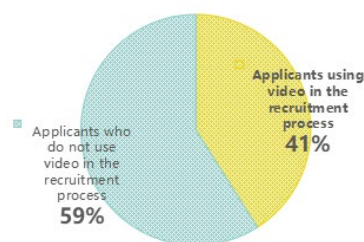


Figure 4 Analysis of enterprises using video recruitment data

Corporate attitudes to video interviews

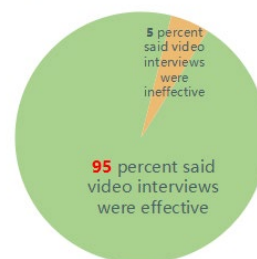


Figure 5 Corporate attitudes to video interviews

2. INTRODUCTION OF "IMAGE-INSTANT MUSIC VIDEO-CLOUD RESUME-INTELLIGENT CLOUD RECOMMENDATION"

(1) New packaging services under the wave of new media

With the continuous development of Internet technology, starting from 2012, the first year of mobile new media, three stages, i.e., integration, short video and shuffle, has been gone through, and the current

wave of new media remains hot. With the "snowballing" growth of digital readers, mobile, interactive experience and personalized customization are rapidly changing the creativity and content of new media, which also generates various industrial demands. To be specific, live broadcast with goods, network celebrity marketing and others emerge in endlessly. With the increasing demand for self-packaging, China's packaging services are still flat, simple and of low quality. In the current information age, whether for enterprises or job seekers, they need new packaging services to meet their needs.

At the same time, the masses of the Internet users have gradually lost interest in the traditional single, flat packaging model. The Internet audiences with the post-90s and post-00s as the main body prefer trendy and three-dimensional network idols, and unconsciously project their own packaging onto them. Therefore, the packaging service of intelligent cloud recommendation is not only a simple resume packaging, but also a new personality packaging service for the current new media social job requirements. Intelligent Cloud Recommendation can meet the needs of the market with personalized and customized services based on big data, combined with HR needs and job seekers' vision.

The packaging content of three-dimensional resume
The three-dimensional resume package service on the "Image-Instant Music Video-Cloud Resume-Intelligent Cloud Recommendation" platform mainly consists of "image" photo shooting, short video customization, personalized customized packaging and other services.

A vivid photo can reflect a job applicant's appearance. For professions such as dancing, performing, modeling and so on, which require higher appearance and posture, photos can also show their mental state and appearance characteristics.

Short video customization is divided into two parts. The first part is a real person video, which includes the self-introduction of the job seeker, including the introduction of their educational background, life experience, occupational needs, workplace philosophy, work objectives and so on. The second part is the collection of works, mainly covering the collection of works of the job seekers, music and clip rhythm with the film, as an attempt to show the uniqueness and professionalism of the work from all angles, improve the competitiveness of job seekers. At the same time, according to the characteristics of job seekers and occupational needs, the focus of HR in the industry is collected. Professional screenwriters will write personalized scripts according to the characteristics of customers, and will use professional film and television shooting techniques to shoot video clips for job seekers.

In the customized packaging service, in addition to a single three-dimensional resume, the other will be from the perspective of professional design to package

the applicants' planar resume, as a supplement to the "Image-Instant Music Video-Cloud Resume-Intelligent Cloud Recommendation".

The three-dimensional resume of "Image-Instant Music Video-Cloud Resume-Intelligent Cloud Recommendation" realizes the integration of text, picture, video and audio. This platform provides a more efficient shooting scheme for job seekers who want to show their personal language expression, thinking and design, and can show their personal characteristics and specialties in an all-round and dynamic way. The Charts are shown in figure 6.

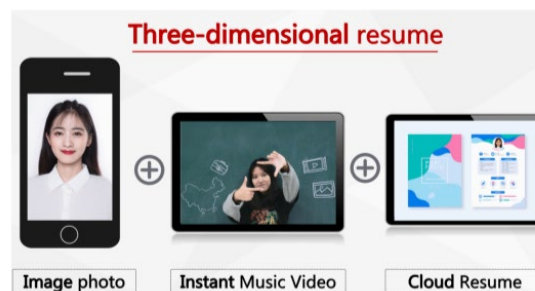


Figure 6 Three-dimensional resume package

(3) Characteristics of "Image-Instant Music Video-Cloud Resume-Intelligent Cloud Recommendation"

"Image-Instant Music Video-Cloud Resume-Intelligent Cloud Recommendation" platform has launched an APP for job seekers and recruiters.

According to the supply relationship between job demand and student recruitment demand, the platform matches people and positions, realizes accurate employment push, and changes the traditional "face-to-face" employment mode into "online" screen service transformation. This series of measures has attracted the attention of many graduates to a certain extent, and has gradually produced good results. For job seekers, basic core services on the cable resume delivery, short video template shooting. HR is the talent screening function of the big data platform, which has become a platform for communication between the two sides. In addition, the platform conducts joint activities with local governments, enterprises and universities to provide employment services. With the company as the platform middleman, the purpose is to promote the trilateral cooperation, achieve resource integration, and finally achieve win-win results.

①Online resume delivery: Through data screening on the platform, applicants can enter information, then automatically compare themselves with others, and also publish resume information with one key to seek suitable recruitment enterprises.

②Short video template: For job seekers who cannot go to offline locations to shoot, they only need to recharge and unlock the template to get online one-to-one guidance service. Through a simple operation process, they can get their own beautiful short videos.

③Big data platform talents: new functions designed for HR. After entering the platform, HR can input information such as job requirements and salary

requirements, and seek for salary job seekers through background analysis.

The platform is geared to the needs of today's job seekers. Three-dimensional resume is innovated in view of the pain points (e.g., low expressive force, high homogeneity and wrong products of traditional resume). At the same time, relying on the analysis of the big data platform, the platform can actually tailor the personal cloud resume of job seekers according to the hot HR recruitment. The platform is designed to protect job seekers along the way and help them stand out in the fierce competition and win a good start in the workplace. The Charts are shown in figure 7.



Figure 7 Core technology of "Image-Instant Music Video-Cloud Resume-Intelligent Cloud Recommendation"

3. THE CHARACTERISTICS AND ADVANTAGES OF THREE-DIMENSIONAL RESUME

(1) Characteristics of three-dimensional resume

Three-dimensional resume has the flexibility, pertinacity and precision of online play, which makes job seekers have obvious advantages in cloud recruitment.

First, three-dimensional resume is informative and intuitive. A job applicant's temperament, conversation, culture, and even foreign language skills are difficult to express through a paper resume, and even a photo is not the same as himself. These aspects, in turn, are the characteristics of Three-dimensional resume. If engaged in film and television later or animation production talent, more can integrate their works into the video, so as to improve their interview success rate. Second, three-dimensional resumes are easy to use and time-saving. With the development of Internet technology, three-dimensional resumes can be transmitted through the Internet anytime and anywhere, viewed by current job application, and communicated with HR online. For job seekers, three-dimensional resumes can save unnecessary interview procedures. For the interviewer, the three-dimensional resume does not require the interview place and time, thereby improving the interview efficiency.

Third, two-way long-distance job hunting can be achieved through the three-dimensional resume. Three-dimensional resume can show the applicant on the network in a three-dimensional and intuitive manner, so as to increase the interview opportunity and realize the cross-regional interview of the recruitment unit.

(2) Advantages of three-dimensional resume

First, three-dimensional resume has the advantage of individuation. Young people in the new era are the main group of social networking on the Internet, and also the group who pursue the most personalized information. They pay attention to the pursuit of individual expression, the pursuit of self-uniqueness. In addition to basic information about yourself, they added additional functional requirements (e.g., to show their own mental outlook, personality characteristics, work ability, to meet the needs of job search; to present a professional image and meet the needs of the profession).

Obviously, resumes that are ununiform are destined to be eliminated by HR. Personalized and customized new resume is to meet people's individual expression needs, which has become their own image symbols.

Second, three-dimensional resume has the advantage of design, three-dimensional resume has different skills according to the job seeker, designed for its plan. Specifically, science students pay attention to the performance of their hands-on ability, daily operation and other details, while arts students pay attention to the expression of their language ability, copywriting ability and so on. Job seekers in the performing arts industry should highlight their appearance, conversation, temperament and other needs in order to show the three-dimensional image that the traditional resume cannot show.

Third, three-dimensional resume has the advantage of proof. In the past, the traditional resume can only show the work of the job applicant, which is less information for the HR. In addition, the short video clips can include the comments of people around the job seeker, teachers, classmates and others on the job seeker. It's impossible to bring them to an in-person interview, whereas a three-dimensional resume will allow you to record their recommendations and words as a competitive advantage.

4. THE CHALLENGE OF A NEW MODE OF EMPLOYMENT

In the process of "cloud recruitment" and "cloud interview", some HR personnel believe that some job seekers will move to companies with better pay after accepting the offer, which increases the difficulty of hiring. At the same time, there is a difference between the authenticity and the three-dimensional resume. There are also companies that simply sign a contract online and then break it [5].

According to a survey, 64.21 percent of the respondents thought there might be "accidents such as Internet delays" in the process of online recruitment, and 52.63 percent of the respondents thought that "the examiner's reaction could not be observed and the result could not be determined". Another 75.14 percent said they were concerned about their own image being leaked. In addition, many interviewers worry that they do not know enough about candidates and do not evaluate them comprehensively [6]. The Charts are shown in

figure 8.

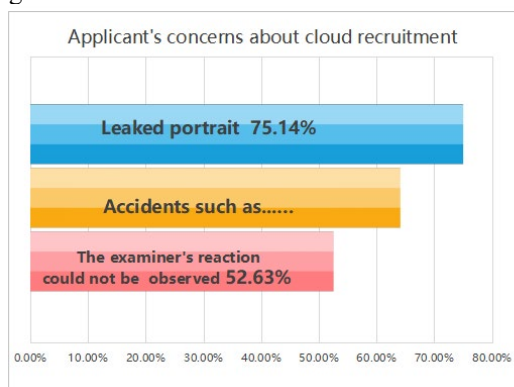


Figure 8 Survey of applicants' attitudes towards cloud recruitment

In addition, the production of three-dimensional resume is more complex than traditional resume production, which requires planning, selection of shooting locations, making shooting plans and other processes. After shooting, there is still a need for post-production and so on. The cost of time and money is relatively large. For college graduates who have just entered the society, their economic conditions are relatively poor, and they may not be able to bear the production of three-dimensional resume.

At the same time, for HR, some relevant content is difficult to access unless job seekers indicate the relevant position. In addition, there is no standardized format, which makes the video resume seem disorderly at the beginning.

Due to the COVID-19 pandemic, offline interviews pose potential security risks for both employers and job seekers. Both job seekers and recruiters are more inclined to solve the problem of job hunting and recruitment through online interview, which brings a new opportunity to the development of cloud resume in the recruitment industry. In the future, cloud recruitment and cloud job hunting will become a new direction for enterprise recruitment and job seekers.

5. CONCLUSION

In brief, the development of things has two sides. While three-dimensional resume has advantages, there are still some defects. However, with the development of the times, the advantages of three-dimensional resume will appear. Cloud recruitment and cloud interview have become an inevitable trend of the development of The Times, reflecting the innovative spirit of the Internet age.

In the new media era, "Image-Instant Music Video-Cloud Resume-Intelligent Cloud Recommendation" integrates audio-visual language, text and other four in one new resume presentation mode, which has great advantages that planar resume is difficult to reach. The platform will certainly provide more job opportunities for more job seekers, and even entrepreneurial opportunities. At the same time, the platform can develop the entrepreneurial potential of students and make a contribution to the innovation and entrepreneurship of the whole people, which is in line with the policy needs of the state to support college students to start their own businesses, and also in line with the operation rules of the socialist market economy. Thus, a win-win situation of sharing resources among the three parties can be achieved.

The emergence of a new employment model has become a bridge between enterprises and job seekers. Based on the cloud recruitment mode, resume packaging and recommendation services are provided for job seekers. At the same time, by introducing the online one-to-one communication recruitment mode between enterprises and job seekers, by exploiting big data platform as the technical support and packaging customized service as the additional pillar, the platform innovates the traditional mode of career selection and talent selection. Accordingly, the platform is promising in the broad Internet era.

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The Impact of Overeducation on Urban-Rural Income Gap in China

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Abstract: The obvious phenomenon of "higher education but lower employment" of college graduates has aroused the concern of all sectors of society about over education. Since the implementation of the enrollment expansion policy of colleges and universities in China, the number of college graduates has increased rapidly, and some highly educated workers have to engage in jobs lower than their own education level. From the perspective of the per capita education year's gap between urban and rural labor force, the education level of rural labor force is lower than that of urban labor force, which leads to the overeducated urban labor force "seizing" the jobs of rural labor force, resulting in the income gap between urban and rural residents. Therefore, it is of great significance to study the impact of over education on urban-rural income gap. Using the gap of years of education per capita between urban and rural labor force, the number of graduates of higher education and the proportion of higher education from 2000 to 2018 as indicators to measure over education, this paper utilizes descriptive statistics, stability test and regression analysis to study the relationship between over education and urban-rural income gap. The results show that the gap of years of education per capita between urban and rural labor force, the number of higher education graduates and the proportion of higher education are significantly positively correlated with the urban-rural income gap, which leads to the expansion of the urban-rural income gap; Therefore, the structural "over education" in China's employment market has a significant impact on the urban-rural income gap.

Keywords: Overeducation; High education but low employment; Income gap; Regression analysis

1. LITERATURE REVIEW

With the development of the third industrial revolution, many western developed countries gradually began to pay attention to the development of education, which created the vigorous development of education and provided a large number of higher education talents for the society. At the same time, the distortion of labor structure also led to large-scale unemployment, especially in the rural labor market. Therefore, Felman of the United States calls this phenomenon "over education".

According to the estimation results of Mincer's (1974)

education income equation, the expansion of education scale plays a positive role in narrowing the income gap. However, with the expansion of the scale of higher education, the number of workers receiving higher education and the rate of return on education are also increasing, but the income gap between urban and rural areas is still widening [1] [2]. Becker's (2016) research shows that in the process of China's market economic transformation and social development, education investment plays a very obvious role in personal income [3]. He believes that the most direct and important factor affecting China's urban-rural income gap is the education level gap between urban and rural residents. Wu Xiangrong (2007) and Sheng Shiming (2009) found that education mismatch exists in China both in terms of quality and quantity [4,5], and insufficient education mainly occurs in rural areas, while over education mainly occurs in urban areas. Therefore, in order to prevent the income gap between urban and rural families from widening due to educational career mismatch, it is necessary to conduct in-depth research on the causes of educational mismatch. The research of Li Fengliang (2009) shows that there is a significant positive correlation between the probability of over education of college graduates and the size of the labor market [6]; Li Yan (2014) found that the level of education has a significant impact on the rate of return on Education [7]. Based on micro data, Wu Yaowu (2018) studied the relationship between personal family income and education in China and found that with the rapid development of higher education in China in recent years, the return rate of education on personal average labor income has decreased significantly [8]. Similarly, the empirical analysis of Dong Liang (2016) concludes that there is a significant positive correlation between the number of higher education and the income gap [9]. Furthermore, Dai Xiangmin (2007) stressed that the phenomenon of over education and insufficient education exists in China, and the lack of education in rural areas and over education in cities and towns are more prominent [10]. The over education in cities and towns is reflected in the rapid growth of the number of higher education graduates, which exceeds the actual demand in the labor market, making some highly educated people reduce their employment requirements, and then "seize" the jobs of rural

workers in a disguised way, so that the rural workers with limited jobs due to insufficient education have fewer jobs and lower employment rate. Thus, the mismatch of educational resources leads to the reduction of per capita disposable income of rural residents. Wu Xiangrong (2007) found that although workers with over education earn less than those with moderate education, these workers still have wage income compared with rural residents whose jobs are "occupied" and their expected salary is continuously reduced or who have no work income directly [11]. This phenomenon reveals that although the income of urban residents decreases due to over education, the per capita income is still higher than that of rural residents. This shows that although the income of urban residents has decreased, it is still in an increasing trend on the whole, while the income of residents in rural areas has indeed decreased. Therefore, it can be considered that over education has a differential impact on the disposable income of urban and rural residents.

Specifically, Zhang Bingbing and Shen Hong (2019) believe that over education is the fact that workers with higher education face insufficient jobs, great competitive pressure and their own education level is higher than the education level required by their jobs in the labor market [12]. With the increasing shortage of jobs in the labor market and facing the huge employment pressure, some graduates often choose to reduce their career expectations and engage in jobs lower than their own education level in order to find a job with fixed income as soon as possible, but "seize" the jobs of rural workers with lower education level. This leads to over education.

On the other hand, there are other college graduates who do not want to lower their employment standards, but still insist on finding their ideal career. Therefore, these graduates choose to continue to invest in education passively or actively. There are many people who want to obtain skill certificates or study for graduate students, because they think they can find their favorite jobs by improving their education level. As the number of graduate students in China continues to increase, the number of graduate students also continues to increase. Under the cycle of education reinvestment, recruitment units in the labor market raise the post threshold when recruiting employees, which is undoubtedly worse for rural workers with low education level. It is more difficult to find a suitable job and can only continuously reduce the expected salary, which further aggravates the deformity of labor structure, and over education pushes up the income gap between urban and rural families.

2. METHODOLOGY

This paper mainly studies the relationship between over education and urban-rural income gap. Therefore, a multiple regression model is constructed as follows:

$$\text{LnY}_t = \beta_0 + \beta_1 \text{LnX1}_t + \beta_2 \text{LnX2}_t + \beta_3 \text{LnX3}_t + \beta_4 \text{LnX4}_t + \text{LnY}(-1)_t + \varepsilon_t \quad (1)$$

Where y_t , as an explained variable, indicates the urban-rural income gap; The explanatory variables are $X1$, $X2$ and $X3$, which respectively represent the gap of education years per capita of urban and rural labor force, the number of higher education graduates and the proportion of higher education; Taking $X4$ and $Y(-1)$ as control variables, $X4$ donates education funds, and $Y(-1)$ the lag term of urban-rural income gap; ε is the residual term.

All the data in this paper are from the corresponding statistical indicators in China human capital report 2020 and China Statistical Yearbook.

2.1 Descriptive statistics

Table 1 shows the descriptive statistical results of each variable. The average value of $X1$ is 2.15, indicating that the average gap between the average number of years of education of urban and rural labor force is 2.15 years; The standard deviations of $X1$ and $X3$ are less than 1, indicating that there is little difference between the two indicators over the years; The standard deviation of the number of higher education graduates $X2$, education funds $X4$ and urban-rural income gap y is greater than 1, which means that there are great differences in the changes of these three indicators.

In addition, the significance p-value results of Jarque-Bera statistics show that the p-values of all variables are greater than 0.05, indicating that these variables obey normal distribution.

2.2 Stationary test of variables

ADF test is used to detect the stationarity of variables to avoid pseudo regression. Due to the different units of each variable, in order to eliminate the influence of heteroscedasticity, each variable is processed by natural logarithm, and then tested for stationarity. The test results are shown in Table 2.

According to the results of ADF test, among the explanatory variables, the number of higher education graduates $x2$ and the proportion of higher education $X3$ pass the stationarity test after logarithmic processing, while the gap of education years between urban and rural labor forces $\text{LN}x1$ and education funds $\text{LN}x4$ do not pass the stationary test, however, the P-test values of the first-order difference series of both are less than 0.05, indicating that $D(\text{ln}x1)$ and $D(\text{ln}x4)$ were stationary; As an explained variable, the urban-rural income gap y , although its logarithmic series does not pass the stationarity test, its first-order difference series is stable. To sum up, the logarithm or first-order difference sequence of each variable has passed the stationarity test, and the order of the explanatory variable is not higher than that of the explained variable, which means that there may be a cointegration relationship between these variables.

3. EMPIRICAL ANALYSIS

This paper uses Eviews 6.0 to empirically analyze the

impact of over education on China's urban-rural income gap. The regression results are presented in

Table 3.

Table 1 Descriptive statistics

	Y	X 1	X 2	X 3	X 4
Mean	12782.63158	2.148421053	503.9578947	0.034073684	20409.65794
Median	12022	2.18	568.1	0.0346	16502.7065
Maximum	24634	2.3	813.4	0.0451	46142.998
Minimum	4027	2	100.9	0.0172	3849.0806
Std. Dev.	6620.110676	0.071044834	246.2774346	0.008077943	14083.81238
Skewness	0.280483762	-0.19746586	-0.44164561	-0.46362128	0.42735261
Kurtosis	1.794725221	2.966394809	1.739025669	2.303477631	1.776777765
Jarque-Bera	1.399169	0.124371	1.876456	1.064730	1.762878
Probability	0.496792	0.939708	0.391321	0.587215	0.414186

Table 2 ADF unit root test results

Variables	ADF Statistical stic	Cutoff value			Prob.	Conclusion
		One percent	Fivepercent	Tenpercent		
LNx 1	-0.376080	-4.571559	-3.690814	-3.286909	0.9800	Not stationary
D(LNx 1)	-2.813430	-2.708094	-1.962813	-1.606129	0.0079	Stable
LNx 2	-3.756783	-3.831511	-3.759743	-3.324976	0.0502	Stable
LNx 3	-6.907169	-4.728363	-3.759743	-3.324976	0.0003	Stable
LNx 4	0.531431	-4.571559	-3.690814	-3.286909	0.9984	Not stationary
D(LNx 4)	-4.681716	-4.728363	-3.759743	-3.324976	0.0108	Stable
LNy	-0.248255	-4.571559	-3.690814	-3.286909	0.9855	Not stationary
D(LNy)	-4.323356	-4.728363	-3.759743	-3.324976	0.0197	Stable

Table 3 Equation regression results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.093279	0.353099	5.928312	0.0001
LNx 1	0.361758	0.127723	2.83236	0.0151
LNx 2	0.088539	0.019896	4.450093	0.0008
LNx 3	0.047582	0.020442	2.32763	0.0382
LNx 4	0.478132	0.105496	4.532214	0.0007
LNy (-1)	0.212319	0.150217	1.413413	0.1829
R-squared	0.999413	Mean dependent var		9.365454
Adjusted R-squared	0.999169	S.D. dependent var		0.540916
S.E. of regression	0.015593	Akaike info criterion		-5.222845
Sum squared resid	0.002918	Schwarz criterion		-4.926054
Log likelihood	53.00561	Hannan-Quinn criter.		-5.181922
F-statistic	4089.305	Durbin-Watson stat		1.537986
Prob(F-statistic)	0			

From the regression results in Table 3, the goodness fit R² is 0.999413 and adjusted R² at 0.999169, indicating that these factors have high interpretation in the income gap Y between urban and rural family. Also, F statistic of 4089.305 and significance P-value of 0.000, have passed F test, meaning that the following regression equation has obvious economic significance:

$$\ln Y_t = 2.0933 + 0.3617 \ln X_{1t} + 0.0885 \ln X_{2t} + 0.0476 \ln X_{3t} + 0.4781 \ln X_{4t} + 0.3123 \ln Y_{(-1)t} + \varepsilon_t \quad (2)$$

With a regression coefficient of 0.361758 and a significance P-value of 0.0001, X 1 passed the T test, indicating an obviously positive correlation between X 1 and Y, which shows that for every one percent increase in the gap of education years per capita of urban and rural labor force, the urban-rural income gap will increase by One point three hundred sixty-seventeen fifty-eight percent. It can be seen that the greater the gap between the number of years of education per capita of urban and rural labor force, the greater the income gap between urban and rural families.

With a regression coefficient of 0.088539 and a significance P-value of 0.0008, X 2 passed the T test, indicating an obviously positive correlation between

X 2 and Y, which means that for every one percent increase in the number of higher education graduates, the urban-rural income gap will increase by one point eight hundred and eighty-five thirty-nine percent. It can be seen that the greater the number of higher education graduates, the greater the income gap between urban and rural families.

The regression coefficient of X3 is 0.047582 and the p value is 0.0382, that is, X3 passed the t-test, which means that X3 is significantly positively correlated with y, indicating that for every one percent increase in the proportion of higher education, the urban-rural income gap will increase by one point four hundred and forty-seven fifty-two percent. It can be seen that the greater the proportion of higher education, the greater the income gap between urban and rural families.

The regression coefficient of X4 is 0.478132 and the p value is 0.0007, that is, X4 passed the t-test, which means that X4 is significantly positively correlated with y, indicating that for every one percent increase in education investment, the urban-rural income gap will increase by One point four, eight, thirteen, two percent. It can be seen that the greater the investment in education, the wider the income gap between

urban and rural families.

The regression coefficient of LNY (-1) is 0.212 and the p value is 0.183, that is, the positive correlation between LNY (-1) and LNY is not significant, which means that there is no lag in the urban-rural income gap, and the accumulation of income gap in the early stage will not affect the gap in the later stage over time.

In conclusion, it can be seen that $\ln x_1$, $\ln x_2$, $\ln x_3$ and $\ln x_4$ are significantly positively correlated with LNY at the level of five percent, which shows that when the multiple superposition of these factors, such as the gap of per capita education years of urban and rural labor force, the number of higher education graduates, the proportion of higher education and education fund investment, it is bound to further widen the urban-rural income gap. On the other hand, the greater the gap between the number of years of education per capita of urban and rural labor force, the greater the number of higher education graduates and the greater the proportion of higher education, it means that highly educated workers can not find matching jobs, so the number of people engaged in jobs lower than their own education level will increase, that is, there is the reality of over education. Undoubtedly, over education has significantly widened the income gap between urban and rural families.

4. CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

Using the time series data of the gap between the years of education per capita of urban and rural labor force, the number of higher graduates, the proportion of higher education and the urban-rural income gap from 2000 to 2018, this paper discusses the relationship between over education and urban-rural income gap by employing descriptive statistics, stationary test and regression analysis.

The results show that the gap of education years per capita of urban and rural labor force x_1 , the number of higher education graduates x_2 , the proportion of higher education x_3 and education funds x_4 are significantly positively correlated with the urban-rural income gap y at the level of five percent. In other words, the greater the gap between the number of years of education per capita of urban and rural labor force, the greater the number of higher education graduates and the greater the proportion of higher education, the wider the urban-rural income gap, which means that highly educated workers do not match their jobs, and too many highly educated workers are engaged in jobs lower than their own education level, that is, the phenomenon of over education is prominent. This further confirms that there is a real structural "over education" in China's employment market, which is a restrictive factor to alleviate the income gap between urban and rural families.

4.2 Suggestions

To change the widening income gap between urban and rural families caused by excessive education requires the full cooperation and joint action of all parties. First, it is necessary to guide the educatees' individual rational educational investment behavior in order to prevent large-scale over education; Secondly, the educated should understand their own advantages and disadvantages, formulate employment planning in advance, avoid over education blindly in order to improve their academic qualifications, and prevent the non proportional relationship between education investment cost and education income; Moreover, economy is the foundation of social development, so only economic growth can bring prosperity to the labor market and increase employment opportunities for the labor force, which can effectively alleviate the further widening of the income gap between urban and rural residents under over education; Finally, the government should continue to deepen the reform of the education system, strengthen the allocation of rural education resources, and pay special attention to the guarantee of rural basic education funds.

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Construction Of Cross-Border E-Commerce Practical Teaching Mode Under the Background Of "Internet +"

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Abstract: Now the business major is facing huge problems, introducing the combination of Internet business and education industry and information technology in classroom teaching to conduct SPOC flipped classroom teaching. It is also an innovative move. It also tries to transform the classroom teaching with the Internet, and carried out the relevant classroom teaching optimization and reform from four aspects: teaching evaluation, teaching organization, teaching content and teaching objectives, and constructs the teaching mode of four interactions, three links and two platforms. The article studies and analyzes the construction of e-commerce actual combat teaching under the background of the Internet, and puts forward relevant opinions.

Key words: Cross-Border E-Commerce; Actual Combat Teaching; Internet +

1. OVERVIEW OF THE ACTUAL COMBAT TEACHING OF CROSS-BORDER E-COMMERCE UNDER THE BACKGROUND OF "INTERNET +"

In the ten-year development plan of education informatization issued by the state, it is mentioned that the advantages of information technology itself can be used to promote the rapid development of education. Then make the combination of educational information technology, what is how to use information technology and classroom teaching content, so as to achieve the goal of improving the teaching effect, which is an important direction of teaching reform at the present stage. However, business major has been unable to find its own suitable skill training mode, and the rapid development of "Internet +" integrates the original boring classroom into the actual combat content of network network, which greatly improves students' professional quality and operation ability. At the same time, it also provides relevant reference opinions for the reform of business teaching.

Education mode in the rapid development of information technology has also been gradually changed, a lot of digital resources are mainly in random question library, learning games, micro video and ebooks and other forms into the students' life and learning, brought great changes to students' learning way, in mobilizing the enthusiasm of students' learning but also improve the effect of students' learning. In 2012, many famous schools in the United States jointly launched a new model of teaching, which is an online teaching, namely the MOOC(MOOC). This online tutorial gives everyone the opportunity to learn the courses of famous teachers and famous schools, and realize the online sharing of knowledge, and the emergence of this

teaching model is quickly popular around the world. The biggest advantage of MOOC is to realize sharing knowledge, but MOOC cannot independently screen learning objects, so its completion rate is relatively low, so can not be applied in the university classroom, and SPOC to solve this problem, SPOC by setting the access conditions of learners, its qualified applicants need to meet certain requirements to enter the classroom learning, greatly make up for the shortcomings of MOOC.

2. PRINCIPLES OF CROSS-BORDER E-COMMERCE PRACTICAL TEACHING CONSTRUCTION UNDER THE BACKGROUND OF "INTERNET +"

With the assistance of modern information technology, teachers can create a new learning ecosystem for students, that is, based on the requirements of constructivism theory, forming the business professional teaching mode of Internet actual combat + SPOC. First, a scientific and efficient SPOC teaching classroom should be student-centered, and form an online and offline integration mode, pay attention to the combination of teachers' lectures and students' independent exploration, and carry out personalized teaching guidance for students, so that the emotional communication and learning communication between teachers and students are closer. Combined with the research results of Chinese flipped classroom teaching practice, teachers must follow the three basic principles of openness, personalization and interaction when constructing the actual combat teaching mode of Internet cross-border e-commerce. The basic principle of openness refers to that students can use mobile phones, computers, e-book reading devices and other network devices to obtain learning anytime and anywhere, so that they can not be limited by time and space and use "fragmented" time to develop professional learning. The basic principle of personalization refers to the requirement of teachers to use various social software and SPOC online platforms to timely obtain various needs or problems in learning, so as to give them targeted teaching guidance online and offline.

3. BUILD THE FLIPPED CLASSROOM TEACHING MODE IN THE ACTUAL COMBAT PROCESS OF THE INTERNET

The rapid development of information technology can help students and teachers to create and maintain a new learning environment, create an ecosystem about learning, and the Internet information technology and SPOC teaching, and then create a simulation scenario, reflect team cooperation factors and online and offline conversation factors, the law of cross-border electricity and technology shows the

significance such as important factors construction, etc.

In 1980, David Corbor proposed the theory of experiential learning, and he advocated guiding students to gradually understand the surrounding life things through practice and reflection. In this regard, in David Keber experiential learning theory and PiYajie's constructivist theory, teachers can learn from tsinghua university SPOC teaching mode, and combined with college business professional teaching situation, integrate online and offline teaching resources, give play to the advantages of Internet cross-border electricity combat and online learning platform, build the Internet combat + SPOC teaching mode.

According to the actual teaching mode reform of SPOC and the Internet, relevant reforms have been carried out in four aspects: teaching evaluation, teaching organization, teaching content and teaching objectives.

(i) Teaching objectives

The teaching objectives of the new classroom are mainly to cultivate the skills of the business major, the main goal is to cultivate with students' practical operation, in the process of independent operation of the website store teamwork ability, self-solving ability and the ability of independent thinking. And in the process of actual combat, the quality of students can bear hard, which is very beneficial to the cultivation of students' professional quality.

(ii) Teaching content

Practical teaching is not only about cross-border e-commerce operations online, In fact, the war is mainly serving the teaching, Therefore, Clear and clear courses are an important factor in teaching reform, The relevant teaching content of the Internet actual combat mainly shows the characteristics of employment orientation and practicality, Mainly organize the knowledge points according to the relevant business processes, Set the task module to meet the job requirements, Show that the teaching content goes hand in hand with the skill training, Teachers will comb the knowledge points, And record it into a video under the Flip Classroom under SPOC, And the knowledge points of the classroom are compiled online, Supply of students for online learning, Then it integrates the advantages of mixed learning and autonomous learning.

(iii) Teaching organization

Many actual combat platform in the teaching process to open to students, and provide the basis for business practice, students can independently to store operation, and classroom teaching will be gradually conducted according to the growth of the store, the mobile learning, social and actual combat into the students' learning process, the teacher plays the leadership of the enterprise, the group leader is the project manager, and the rest of the students is the enterprise staff role, and then can simulate the actual combat working environment when learning skills. Under the teaching mode of SPOC and the Internet, relevant work tasks are arranged before class and published on the teaching platform. After obtaining relevant tasks, students learn online independently, and try to complete the tasks independently. Through two offline and online classrooms, teachers make use of the characteristics of information

teaching in the teaching classroom, including case analysis, demonstration and discussion, role playing, brainstorming and other ways of classroom teaching. Then let the students fully understand, master the knowledge points, and rapid progress.

(iv) Teaching evaluation

The actual combat teaching of information technology teaching + is divided into three sections. The first section is the completion of the tasks assigned by teachers, which can fully exercise students' self-knowledge ability and conscious ability. The second section is the ability of students' team to cooperate with the actual combat, which can not only improve students' team cooperation ability, but also improve students' technical ability. The third section is a summary of the previous series of learning, that is, the final test, which can test the students' basic knowledge, theoretical concepts, and the mastery of the previous learning content. The three sections are 30,30, and 40%. This kind of practical teaching has also changed from monicity to diversity, which is to change the former teacher to multiple teachers and self-evaluation, so that it can accumulate more confidence, get more motivation, and cultivate more knowledge and skills.

4. CONCLUSION

Now, the scientific skills of most students have been greatly improved, so that their vocational skills and literacy are also constantly increasing, which is closely related to the actual teaching of cross-border e-commerce. The information technology and teaching reform have greatly improved students' interest and laid a foundation for the cultivation of cross-border e-commerce talents. However, there must be advantages and disadvantages. Although the actual combat of e-commerce has certain benefits, it can not leave students and teachers, and everything should be answered in time, leading to the time of teachers and students can not be freely controlled. Therefore, some experts believe that the actual combat of e-commerce lacks rigor, and they should find the methods of transformation and innovation as soon as possible, improve various teaching tasks, implement the actual teaching of cross-border e-commerce in practice, so that the transformed actual combat teaching and simulation teaching are combined with each other, and increase a certain reliability and relative regularity.

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Problems and Countermeasures Existing in The Development of Management Accounting Theory in China

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Abstract: Management accounting has achieved remarkable achievements since its introduction to China in the late 1970 s and early 1980 s; but compared with foreign management accounting research, no management accounting system adapted to China's economic development. Based on the connotation of management accounting, analyzes the nature of management accounting, analyzes the problems of management accounting theory system construction, management accounting specification, academic research and management accounting theory and practice, and puts forward corresponding coping strategies.

Key words: Management Accounting; Coping Strategies

1. INTRODUCTION

Management accounting is an enterprise accounting branch that is separated from traditional accounting and focuses on improving business management and improving economic efficiency. In recent years, with the deepening of economic system reform and the requirement for management accounting, the theory and practice of management accounting are unable to adapt with the rapidly changing economic environment. In recent years, the theoretical and practical management accounting theory as the key point of further deepening accounting reform; the Ministry of Finance issued the early 2014 to promote the construction of the management accounting system, the internal management activities into the various departments and levels of the enterprise organization, for the strategic planning, business decisions, business planning, process control, performance evaluation, and scientific methods to promote management accounting reform, the importance of management accounting. Based on the urgency of management accounting demand, this paper explores the development of management accounting theory and proposes corresponding solutions.

2. THE CONNOTATION OF MANAGEMENT AND ACCOUNTING

The term "management accounting" was formally introduced at the World Federation of Accountants in London in 1952, which marked the formal formation of management accounting. In the continuous development of management accounting, the definition also varies with The Times. The American Accounting Society (AAA) Management Accounting Board in 1958 defined "Management Accounting" as applying appropriate technologies and concepts to handle the historical and expected economic data of a body, to help management

authorities develop plans that meet reasonable economic goals and to make informed decisions to achieving those goals.

China began to introduce management accounting in the late 1970 s and early 1980 s. The research of management accounting was combined with the domestic economic situation on the basis of absorbing western views, and reflected the localization of management accounting. Meng Yan (1997) pointed out that the essence of management accounting is an economic management activity, and it is an important part of the economic management work. Sun Maozhu (2002) put forward his own opinions on the nature of management accounting. He believes that management accounting belongs to the marginal discipline of accounting in management from the perspective of attributes, and it is an accounting information processing system for the ultimate purpose of improving economic benefits.

3. PROBLEMS EXISTING IN THE DEVELOPMENT OF MANAGEMENT ACCOUNTING THEORY

With the establishment of modern enterprise system and the continuous improvement of socialist market economy, the internal management urgently needs management accounting in scientific decision-making and internal management control; the application of management accounting method is related to the scale and operation, and the application of management accounting can enhance the economic efficiency and management control. Therefore, since the introduction of management accounting in China, domestic scholars have developed their theory and methods through the combination of management accounting with China's reality to a considerable extent. However, most of the research on management accounting in China still stay in the macro level and lack the discussion of management accounting theory system. At the same time, the guidance of management accounting to practice application is insufficient, and has not form a set of theoretical system suitable for China's basic national conditions. Some problems appear in management accounting in the development process of China, mainly reflected in:

(i) The construction of the management and accounting theory system is not perfect

For the study of management accounting, it can be summarized into two directions: one is to focus on the experience and lessons of management accounting in enterprise practice, especially in foreign enterprises and private listed companies, so as to demonstrate the

correctness of the theory, and form its own system evaluation and guide the practice process of domestic enterprises.

(ii) No unified management and accounting standard has been formed

Financial accounting has a complete accounting standards and system, standardizing the format of accounting accounts and accounting reports, establishes financial accounting processing on a fair and reasonable basis, and makes the comparison of accounting results between different periods and different subjects possible. Since 2007, China has implemented new enterprise accounting standards for listed companies, and imposed more detailed and strict constraints on financial accounting theory and practice, providing a compliance basis for the research of financial accounting theory. However, due to the marginal characteristics of management accounting itself, a unified understanding was not formed on the international scope. Specifically, domestic, management accounting is only a tool to provide decision-making information for internal users, so a unified management accounting standard system was not formed, which makes the development of management accounting theory greatly limited, and thus makes the construction of management accounting discipline seriously lag behind financial accounting.

(iii) Academic Research on management accounting is weak

Accounting theory should include two branches of financial accounting theory and management accounting theory, which work together and constitute the accounting theory system. However, due to the short introduction time of management accounting, international differences in management accounting, marginal characteristics of disciplines, domestic scholars refer to management accounting, and most of the journals in the field of domestic accounting, are occupied by financial accounting. The research of accounting theory in China seriously lacks the importance to management accounting, and the focus of the whole academic circle is not close to management accounting, which thus makes the academic research level of management accounting extremely weak.

(iv) Management accounting theory is out of touch with practice

In the basic theory of management accounting, the research on its functions and objects is greatly influenced by the objective environment, with different macroeconomic environment and corporate culture characteristics, and the functions and objects of management accounting are very different. In addition, there are no less than more than a dozen management accounting tools in foreign management accounting application theory. Through foreign practice verification, the actual application of management accounting tools plays a significant role in the improvement of the value of enterprises, but Chinese management accounting tools do not have a large-scale application of management accounting tools in practice.

4. THE DEVELOPMENT COUNTERMEASURES OF MANAGEMENT ACCOUNTING THEORY

(i) Establish a unified standard serving the management of accounting

Although management accounting focuses on serving the internal users of the enterprise, if management accounting wants to form its own theoretical system as a professional discipline, it must establish a unified standard system based on the upper level. Therefore, to focus on the theoretical framework of management accounting, the national financial department should establish a complete set of systems related to it, standardize the application process of enterprise management accounting, and standardize the implementation of management accounting. In the implementation of management accounting, compliance should be regarded as the primary basis for the implementation of management accounting, unify management accounting standards, and establish unified standards and norms in the industry. At the same time, the management accounting standard system should pay attention to the coordination and consistency of the relevant financial and accounting standards, to ensure the smooth implementation of management accounting in practice.

(ii) Strengthening the systematic integration of scientific research colleges and institutions

Experts and scholars from scientific research institutions and relevant institutions are the main subjects and leaders of theoretical research. They should integrate the advantages of scientific research institutions, form an industry-university-research alliance for management accounting, make collaborative innovation, and support the theoretical research of management accounting and the transformation of results. At the same time, we will increase investment in science and technology, encourage scientific research institutions and National Accounting Colleges to establish management accounting research bases, and play a comprehensive demonstration role in system integration, theoretical research, research, development and management accounting courses and cases, publicity and promotion of theories and advanced management accounting and advanced practices. Promote the improvement of the evaluation methods of modern accounting scientific research results, and earnestly strengthen the theory and practical research of management accounting.

(iii) Strengthen the test of management accounting theory in practice

Management accounting aims to integrate the enterprise information, drive the economic value, and improve the economic benefits of the enterprise, which must realize its value through the actual application of the enterprise. Management accountants design and evaluate the enterprise processes, implement and monitor the enterprise internal control, monitor, reflect, report and predict the enterprise business results, to provide the basis related to decision-making. On the basis of establishing its own perfect management accounting system, it should strengthen practice, timely summarize the practical experience of management accounting, apply the market mechanism, improve the adaptability of enterprises, and promote the application of management accounting. Especially in the aspect of management accounting application theory, we should increase the application

scope and implementation of management accounting, and the implementation methods of diversified management accounting tools are classified and refined, so that enterprises can choose the best plan, so as to truly implement the application test of management accounting in practice.

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About the Integration of Curriculum Thinking into The Teaching of College English Courses

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Abstract: As a compulsory course with long hours and wide audiences, integrating the concept of Civics in the classroom can effectively achieve the dual purposes of teaching and educating people. There is a functional fit and a synergy effect in education between college English and "Curriculum Civics", which makes the integration of the two feasible. This paper explores the feasibility and necessity of incorporating the concept of "Civics in the Curriculum" into college English teaching, to further promote the reform of "Civics in the Curriculum" in college English.

Keywords: College English; Curriculum Thinking; Education And Teaching.

1. INTRODUCTION

As an important basic course in colleges and universities, college English course is both instrumental and humanistic and is an important part of the general pattern of thinking and education in colleges and universities. The core goal of higher education nowadays is to educate people, and the fundamental task is to "establish morality and educate people" and cultivate high-quality talents with both morals and talent, which have put forward new directions for the reform of the university curriculum system. In this paper, based on a deep understanding of the connotation of "curriculum thinking and politics", we argue the feasibility of integrating "curriculum thinking and politics" into college English, and at the same time, we discuss the curriculum setting of "curriculum thinking and politics" in college English and the inclusion of "curriculum thinking and politics" in college English teaching. The paper also discusses the curriculum setting and the ways to incorporate the elements of thinking politics into the teaching of college English.

2. ANALYSIS OF THE CONNOTATION OF CURRICULUM CIVICS

"Curriculum thinking politics" is one of the important missions for our universities, not only referring to the university thinking politics course but also to the thinking and concepts of many university disciplines. By combining the ideological and political education concept with the knowledge of various disciplines through various university courses, "Curriculum Civic Politics" can achieve the goal of educating people from all angles, not only teaching knowledge but also combining value leadership. The core connotation of "Curriculum Civic Politics" is to integrate the concept of "Curriculum Civic Politics" into all courses of higher education, and the teaching design, teaching objectives, teaching methods and means, teaching effects and other aspects are permeated with "Curriculum Civic Politics". The element of "curriculum thinking and politics" is no longer the unique

stage of "curriculum thinking and politics" in university ideological and political theory courses, any discipline has its characteristics and can be integrated with the concept of "curriculum thinking and politics" in a subtle way, which not only enables students to gain professional knowledge but also makes students think and act in the same way. [1] This not only enables students to gain professional knowledge but also enhances their ideological and political quality. College English has a long duration and a wide audience, which is very important for the implementation of "Curriculum Civics". Therefore, the responsibility of ideological and political education is very important for university English teachers.

3. THE NECESSITY OF INTEGRATING ENGLISH WITH "CLASSROOM THINKING AND POLITICS" IN UNIVERSITY

Language is not only a curriculum but also a bridge between culture and ethics. Without language, culture and morality cannot be promoted and spread, therefore, language plays a pivotal role in the field of education. In summary, the goal of college English teaching is not only the transfer of language knowledge but also the penetration of Chinese and Western culture and the guidance of correct values. [2] The learning of English at university is not only the learning of language knowledge but also the acquisition of the culture embedded in the language. In college English teaching, under the guidance of teachers, through the comparison of Chinese and Western cultures, students can critically understand Western culture, take its essence and remove its dross, and form correct values.

"As a bridge for the exchange of cultural ideas, it is obvious that it is necessary to integrate the concept of "curriculum thinking and politics" into the university English course.

4. THE FEASIBILITY OF INTEGRATING COLLEGE ENGLISH WITH "CURRICULUM CIVICS

University English courses and ideological and political education courses exist as public foundation courses in the university curriculum, and university English courses are more capable of reflecting their ideological and political education functions because of their instrumental and humanistic nature. For example, in the instrumental aspect, the content of science and technology, history, etc. is presented to students in the classroom, so that students can feel an objective world and have an in-depth understanding of the objective laws of the world's development, helping students to form a correct outlook on life. [3] In terms of humanities, the English course has always been aimed at improving the comprehensive

humanistic qualities of college students. "Classroom Civics is also an important means to improve the humanistic qualities of college students, and it is unified with the English course in terms of objectives.

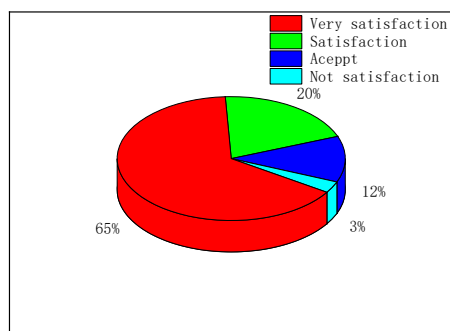


Figure 1. Students' Satisfaction with the Integration of "Curriculum Civics" into the Pilot Course of University English

Table 1. Survey on students' satisfaction with the integration of "Curriculum Civics" into the pilot course of college English

Satisfaction level	Very satisfaction	Satisfaction	Accept	Dissatisfaction	Total
Number of students	230	70	42	11	353

As shown in Table 1 and Figure 1, 65% of the students were very satisfied with the integration of "Curriculum Civics" into the English pilot class, 20% were satisfied, and only 3% were dissatisfied. Most of them were dissatisfied because the content of the class was too much and difficult to accept. This shows that it is feasible to integrate "Curriculum Civics" into English teaching.

The teaching task of all university subjects is to enhance students' comprehensive quality by cultivating them to fully recognize and learn the core socialist values and lean on them in action. As for the university English course, the learning content in it is richer, the learning atmosphere in the English classroom is more active, and the learning span is longer, which makes it possible for ideological and political education to be integrated more efficiently. English learning has been very extensive in recent years. English teachers are also teaching in a variety of forms in the classroom, not only imparting language knowledge but also making students the main subjects of English learning and discussing some English usage problems in the process of English learning. The changes in English classroom teaching have increased the status of ideological and political education in the minds of students. [4]On the surface, there is no connection between college English courses and ideological and political education, but after a deeper study, we can find that the two are integrated and promoted each other, and the integration of "curriculum thinking and politics" into the curriculum teaching can promote and influence each other.

4.THE PATH OF INTEGRATING CURRICULUM THINKING INTO THE TEACHING OF COLLEGE ENGLISH COURSES IS EXPLORED

Under the guidance of the university English syllabus, ACADEMIC PUBLISHING HOUSE

teachers must integrate the teaching contents of each unit in the textbook, break the established sequence and flow of the textbook, combine the psychological characteristics of the current college students and the background of the times, reorganize the teaching contents, design the teaching activities and implement the teaching process from three dimensions: before, during and after the class, to accomplish the teaching goal of "Curriculum Civics". The teacher is the leader of the teaching and learning process. The teacher is the leader of teaching, the key to the implementation of "Curriculum Civics"; teaching forms and methods are the means of implementation. Teachers should continuously improve teaching forms and methods to promote the integration of college English and "curriculum thinking and politics".

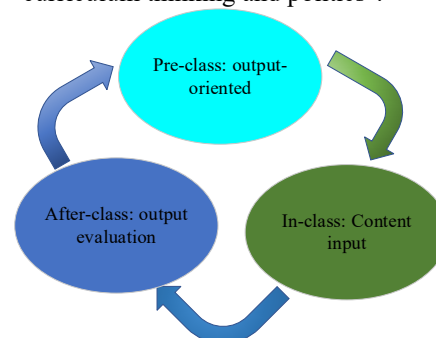


Figure 2. The Process of Integrating Curriculum Civics into College English Teaching

As is shown in Figure 2., teachers should make reasonable use of teachers should use the three dimensions of "before class + during class + after class" to consciously dig deeper into the Civic. The teachers should make use of the three dimensions of "before class + during class + after class" to consciously dig deeper into the teaching materials, reflect the teaching objectives of Civic. The students will try to explore the effect of achieving the teaching objectives of the course, and further improve the methods and paths of thinking and political education in the university English teaching reform. The course will also try to explore the effect of achieving the teaching objectives of the course, and further improve the methods and paths of the reform of English teaching in universities. The knowledge and skills are aimed at developing students' English language knowledge and related skills, which is also has a unique and natural relationship with Civic Education. Teachers should deeply explore the connotation of college English courses, accumulate vivid and vivid thinking and political materials, improve their teaching design, and create a teaching model with the characteristics of college English courses. The teachers should explore the connotation of the thought and politics of the university English course, accumulate vivid and vivid thought and politics materials, improve the teaching design, and create a thought and politics teaching model with the characteristics of the university English course. In the teaching process, we should teach according to the material and use the teaching form flexibly. There is no optimal form of teaching, its nature is all relative, teachers should be flexible in this process and choose the teaching

form that fits the characteristics. For the differentiated own attributes among students, because of their different educational backgrounds, learning levels, spiritual confusion, and growth needs, so they should carry out targeted teaching work, that is, teaching according to their abilities. For students' needs in terms of growth, helping them to develop international perspectives and learn the language, teachers should adopt the teaching format of whole-person learning according to students' characteristics, show students a 10-minute video expanding on the brief history of English, and explain the knowledge points appearing in the video; for students' educational level and growth needs, teachers choose the format of group member presentation, allowing students to explore their humanities through words in the process of presentation. The teacher should conduct individual forms of teaching to increase the English learning ability of students who have inevitable high and low learning levels among themselves. Diversify the use of teaching methods to enhance the ability to internalize knowledge.[5] Babinski suggests that teaching methods should be designed with the teaching task as well as the learning content. There are three main types: organizing learning awareness activities, stimulating students' awareness activities, and checking learning awareness activities. For example, when implementing the practical teaching of the integration of thinking and politics, we should combine visual and oral methods according to the specific situation; when explaining to students the knowledge points of the text and the "curriculum thinking and politics", we should mainly transmit the knowledge to students through oral explanation; when linking the practical and theoretical, we should combine the practical method to improve students' English. When linking the practical and theoretical aspects, the practical method is used to improve student's English language ability and ideological and political literacy. After the distance learning, students are given assignments to internalize the content of the class and develop their understanding and cognition. For example, in the classroom lecture Learning Chinese and western style, after learning about the differences between the Chinese and western styles, students are assigned a post-lesson assignment in which they compare the Chinese and western education systems to find out the reasons for the differences and share them during a question and answer

session or discussion in the course. Through group sharing and teacher's comments, students will be able to explain that the differences in systems are due to their historical and social differences.

CONCLUSION

To sum up, the ideological and political content in college English education can substantially promote the ideological and political education work in higher education institutions. In terms of curriculum content alignment, college English and ideology and politics complement each other and work together to advance educational work in higher education institutions with outstanding synergy. In terms of feasibility, the college English teaching force possesses an excellent evangelistic role and can join the ideological and political departments more fittingly. In terms of reform, we should continue to strengthen the attainment of university English teachers at the level of ideology and politics, and optimize the teaching contents and methods, so that "curriculum ideology and politics" can be integrated into the teaching of English courses in a comfortable environment.

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Integrated development of teacher Education in the Guangdong-Hong Kong-Macao Greater Bay Area: Realistic needs, Development foundation and Optimization Path

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Abstract: The construction of the Guangdong-Hong Kong-Macao Greater Bay Area is a major national strategy in the new era, in which education has a very important and special mission and role. teacher education the mother-machine project of education, is an important part of the quality of education in the Greater Bay Area. The integrated development of teacher education is conducive to enhancing the national identity of young people in Hong Kong and Macao, improving the quality of education in the Greater Bay Area, and promoting the construction of a humanistic Bay Area. In the process of integration and development, identity and difference coexist. The optimization of the integrated development path of teacher education in the Greater Bay Area can be considered from three aspects: multi-level improvement of regional social cooperative governance mechanism, training of teachers based on the concept of talent development in the Greater Bay Area, and training of teachers in the Greater Bay Area with diversified characteristics.

Key words: Guangdong-Hong Kong-Macao Greater Bay Area(GBA); Teacher education; Integrated development

1. INTRODUCTION

The Guangdong-Hong Kong-Macao Greater Bay Area(GBA) comprises the Hong Kong Special Administrative Region, the Macao Special Administrative Region and nine cities in Guangdong Province, namely Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing. It covers an area of 56,000 square miles and has a total population of about 70 million in 2020. It is one of the regions with the highest degree of openness and the strongest economic vitality in China, and it has an important strategic position in the overall development of the country. From academic discussions to local policy considerations, and then to the GBA national strategy, it lasted for more than 20 years. On February 18, 2019, the Central Committee of the Communist Party of China and The State Council issued "the Outline of the Development Plan for the GBA" (the Outline), which marks a new stage in the development of the GBA. Since then, each district and each department began to carry out the implementation in combination with the actual situation.

"The Outline" provides a comprehensive layout, positioning and planning for the economic, social, cultural and educational areas of the GBA. In the field of

"education" in the education sector, it is clearly proposed to "study and explore the establishment of" sister kindergartens "among kindergartens in the three regions, and study the scheme of allowing primary and secondary school teachers and preschool teachers from Hong Kong and Macao to obtain the teaching qualification and teach in Guangdong. We will strengthen school construction, expand the supply of academic degrees, further improve the policy on schooling for children of migrant workers with cross-regional employment, promote equal access to preschool education, compulsory education and senior high school education, and ensure that eligible children of migrant workers can successfully participate in the college entrance examination in their destination cities. To study measures to grant eligible children of Hong Kong and Macao residents working and living in the nine PRD municipalities the same right to compulsory education and senior secondary education as mainland residents." In this context, this paper attempts to explore the practical needs, development basis and optimization path of the integrated development of teacher education in the GBA in order to provide some reference for the development of preschool education in the GBA.

2. PRACTICAL NEEDS FOR THE INTEGRATION OF TEACHER EDUCATION IN THE GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

2.1 Promoting high-quality education development in the GBA

As a basic project of cultivating talents and improving national quality, basic education plays an important role in the whole education system. To transform the population advantage of the GBA into a talent advantage with international and domestic competitiveness, basic education must gradually reach the advanced domestic and international level. In 2020, the GBA has a population of about 70 million and a gross product of more than 11 trillion RMB. The GBA generates about 14% of the national economy on 0.6% of the land area, with the GDP of cities such as Guangzhou, Shenzhen, Foshan and Hong Kong exceeding one trillion RMB.^[1]

At the same time, the demand for basic education in the GBA is also growing. According to the results of the seventh National census, there are 418,509 people from Hong Kong, Macao, Taiwan and foreign countries living in Guangdong province, ranking first in the country.^[2] In the GBA, there are nearly 200,000 children of Hong Kong

citizens alone. In Guangzhou, there are more than 20,000 primary and secondary school students of Hong Kong nationality. As the education systems of Guangdong, Hong Kong and Macao are different, more and more people in Hong Kong and Macao want their children to receive education around them, and they also hope that the education of the GBA cities in Guangdong province can connect the education systems of Hong Kong and Macao. Therefore, in order to meet the emerging demand, Guangzhou has actively provided high-quality and diversified basic education services for school-age children and teenagers from Hong Kong and Macao. Since 2019, pilot classes for children from Hong Kong and Macao have been launched. By March 2021, there have been 25 "classes for children from Hong Kong and Macao" in nine schools in Guangzhou. [3]

Affiliated School of JNU for Hong Kong and Macao's Students provides one-stop basic education services for pre-school, primary school, junior high school and senior high school students from Hong Kong and Macao. It is the first school for children of Hong Kong and Macao in China. It is an important milestone in the development of GBA education services and a significant new attempt to promote exchanges and cooperation between Guangdong, Hong Kong and Macao. Schools for the children of Hong Kong and Macao will continue to open in Shenzhen, Foshan and Dongguan. The establishment of Hong Kong and Macao children's schools can have a school link up with Hong Kong and Macao's admission system, to greatly meet the children's enrollment needs of Hong Kong and Macao people's working in the GBA. New schools in the new era call for new teachers to join, and put forward realistic demands for the integrated development of GBA teacher education.

2.2 Helping the national identity of young people in Hong Kong and Macao

The report to the 19th CPC clearly stated that it is necessary to "develop and strengthen the forces that love the country, Hong Kong and Macao, and strengthen the national awareness and patriotism of our compatriots in Hong Kong and Macao, so that they share with the people of the motherland the historical responsibility of national rejuvenation and the glory of a prosperous and strong motherland." The Outline also calls for "strengthening patriotic education among young people in the mainland, Hong Kong and Macao, and strengthening education and publicity of the Constitution and the Basic law, as well as national history and national culture." Some studies have tracked and analyzed the national identity of adolescents in Macao and Hong Kong, and the overall conclusion is that the national identity of adolescents in Macao is higher than that of adolescents in Hong Kong, but there are still some disputes about the national identity of adolescents in Hong Kong. According to some studies, although the national identity of Hong Kong youth has been improved on the whole after the handover, the degree of national identity is still weak. At present, the national identity of Hong Kong youth is generally not optimistic. [4][5][6] However, some studies put forward a different judgment, believing that Hong Kong people's regional

identity is higher than their national identity of China, but they attach increasing importance to The National identity of China. [7] Although the national identity of young people in Macao is higher than that in Hong Kong, some studies have pointed out that in recent years, the political participation of young people in Macao has shown new characteristics such as significantly enhanced political participation awareness, deepening political participation, and certain crisis of political identity. [8]

National identity is an important means to maintain the existence and development of a nation state, and is the basis for integrating social resources, maintaining social stability and realizing long-term national stability. Due to the special historical reasons in Hong Kong and Macao and the influence of new international political forms, strengthening national identity education for young people in Hong Kong and Macao is an important link to the success of China's "one country, two systems". School education is an important front to cultivate the national identity of young people in Hong Kong and Macao, and teachers are the most important key link. The function of teachers is to "preach, teach and dispel doubts". Teachers not only teach students knowledge and skills, but also affect students' world outlook, outlook on life and values with their own thoughts and behaviors. They are the leaders of students' thoughts. Therefore, teachers' national identity attitude directly affects students' national identity. If a teacher from Hong Kong and Macao highly identifies with his or her identity as a Chinese and has deep feelings for the motherland, he or she will unconsciously infiltrate such patriotic feelings into the classroom even if there is no patriotic education textbook, which will subtly affect students' sense of national identity. On the contrary, if teachers themselves do not have a high sense of national identity, they will bring negative national image to students, forming resistance or even reverse thrust to teenagers' national identity. Therefore, for the national identity education of teenagers in Hong Kong and Macao, the integrated development of the GBA teacher education is required. National identity is an important political mission of teacher education.

2.3 Promoting the development of the humanistic GBA

"The Outline" proposes to "shape the humanistic spirit of the Bay Area. We will strengthen our cultural confidence and work together to carry forward and develop fine traditional Chinese culture. We will strengthen patriotic education among young people from the mainland, Hong Kong and Macao, and strengthen education and publicity on the Constitution and the basic law, as well as national history and national culture." "Humanistic GBA" has rich orientation, but "people-oriented" is obviously its core. Specifically, the goal of humanistic GBA is: The construction of GBA should not only have rich cultural supply to meet people's needs, but also have resilient cultural identity to reflect the humanized development of the GBA. On the one hand, school education can inherit, innovate and carry forward Lingnan culture represented by Cantonese opera, dragon boat, martial arts and lion dance through rich development of characteristic courses of GBA, highlight the unique cultural charm, enhance

THE strength of GBA culture, further enhance the cultural literacy of residents of GBA, and jointly shape and enrich the connotation of HUMANISTIC spirit of GBA. On the other hand, for children from Hong Kong and Macao to receive education in GBA School for Children from Hong Kong and Macao, it can help individuals establish identity ties with larger groups and enhance their identity. Study is not only about acquiring knowledge and skills, but also about acquiring a sense of self in a region or country. The process of schooling is also a process of "self-discovery", in which teenagers seek an identity as they grow in knowledge and skills.

Under the background of state-led GBA construction, the integrated development of education bears the important responsibilities of "national identity" and "one country, two systems". In recent years, Hong Kong's frequent incidents of disharmony make GBA construction face greater challenges. Cultural identity is "a positive state of mind and a stable psychological structure of social members in different ethnic groups towards a certain cultural community".^{[[9]]} Integrated development of teacher education involves GBA construction, which will create channels for effective connection between education and social communication network: Through sister schools, teacher exchanges, student exchanges, mutual learning and mutual teaching, teachers and students can experience the life scenes in the mainland, feel the development and changes of the motherland, feel the local values and norms of Guangdong, understand the local codes of conduct, and change the biases in the original cognition. Schools for children of Hong Kong and Macao and teacher education schools in the Bay Area also assume the function of collective memory. Through education, common cultural memory and group belonging of GBA can be strengthened.

3. FOUNDATION FOR INTEGRATED DEVELOPMENT OF TEACHER EDUCATION IN THE GREATER BAY AREA

3.1 Differences in teacher education among Guangdong, Hong Kong and Macao

The differences of teacher education among Guangdong, Hong Kong and Macao are not only the differences of history and culture, but also the differences of education system as a part of teacher education system. Firstly, the scale of teacher education in the three places is different. Macau and Hong Kong are micro urban societies with small scale and simple structure of teacher education, while Guangdong, as a province with large economy and population, has large scale and complex structure of teacher education. According to the national education statistics in 2020, there were 2,913,400 teachers in kindergartens, 6,434,200 full-time teachers in primary schools, 3,80,700 full-time teachers in junior middle schools, 1,933,200 full-time teachers in regular high schools and 849,500 full-time teachers in secondary vocational schools.^{[[10]]} The total number of non-higher education teaching staff in Macao in the academic year 2019/2020 is 7,407.^{[[11]]} In 2019, there were 14,389 teachers in kindergartens, 27,987 in primary schools and 29,304 in secondary day schools in Hong Kong.^{[[12]]} The

size of teachers directly reflects the size of teacher education needs. According to a research report "Future supply and demand forecast of Non-higher Education Teaching Staff in Macao from 2020 to 2023" submitted by the Talent Development Commission of the Government of the Macao Special Administrative Region in August 2020, The demand for pre-school and special education teachers will continue to decline and will soon reach saturation, and there will be an oversupply of pre-school and special education teachers in the next three years. Primary school teachers are in highest demand. In the next three years, the demand for secondary school teachers is not high, with less than 3% growth per school year.^{[[13]]} However, Guangdong has always been a large province of population inflow. The school-age population from kindergarten to high school is increasing, and new schools of all kinds and levels are constantly emerging. The demand for teachers has been increasing.

Secondly, the value goals of teacher education in Guangdong, Hong Kong and Macao are different. Hong Kong has always taken developed countries such as the UK and the US as reference objects and positioned itself in the international educational coordinate rather than the Chinese educational coordinate. Teachers' professional ethics focus more on professional teaching level, but ignore the cultivation of important political values such as national identity. The riots in Hong Kong in recent years reflect the lack of national identity and patriotism in teacher education in Hong Kong. Teacher education in Macao is relatively backward, but there is a strong patriotic atmosphere. In recent years, Macao has been committed to system construction and protection of teachers' rights and interests. Guangdong makes concerted efforts to build a strong province in education to match its title of a strong province in economy. The value goal of teacher education is consistent with this, mainly serving the modernization of education in Guangdong.

3.2 Similarities of teacher education in Guangdong, Hong Kong and Macao

Due to historical, geographical and economic reasons, the GBA cultural identity is also more obvious. Culture is the foundation of cohesion, innovation and development, and the "soft environment" and soft power of regional development. Regional culture is an important factor affecting the degree of integration and coordination of regional elements.^{[[14]]} Regional culture exerts a subtle influence on various behaviors of people in the region, thus affecting the development of regional teacher education. Guangdong, Hong Kong and Macao have the same cultural background and close geographical area, and the common Lingnan cultural gene has provided a solid cultural and social foundation for the integrated development of GBA teacher education. Lingnan culture, which is composed of Guangfu culture, Hakka culture and Chaoshan culture, is the unique cultural cohesion of GBA, and is the historical grasp of bridging regional division and enhancing cultural identity. In addition, Guangdong, Hong Kong and Macao took the lead in the process of modernization and developed the modern cultural quality of "proactive, open and inclusive". Guangdong took the

lead in the reform and opening up and was branded with the cultural characteristics of "daring to be the first in the world". All these are the cultural vitality of the integrated development of GBA teacher education. The integrated development of GBA teacher education not only needs the integration of political, economic, institutional and other elements within the region, but also needs the integration of cultural values and cultural cohesion within the region. The integrated development of GBA teacher education has a common international environment. Globalization and modernization interweave with each other, putting forward new requirements for talent training. As for the role or function of education in the process of globalization, Raymond Williams proposed the concept of "parallel development", that is, education does not cultivate people with single characteristics, but people with multi-dimensional development, and different functions can develop in parallel. It's not just a pattern of sequential development. First, to develop their economies, countries need to train young people in basic skills such as literacy and numeracy so that they can contribute in the workplace; Secondly, citizens have the right to receive education so that they can play their part in the national process. Third, education can spread culture. Ian Menter believes that education has the fourth function, which is to help citizens build their national identity. The GBA faces the world as an overall image. The functions of education are consistent with the above four functions, so the requirements for teachers are convergent. For example, the cultivation of professional knowledge and ethics of teachers, the establishment of a lifelong learning system, the transformation of teachers' roles and so on, all have similar requirements.

3.3 The history of teacher education in Guangdong, Hong Kong and Macao

The exchange and cooperation of teacher education in Guangdong, Hong Kong and Macao have gone through three stages: one-way assistance stage, multi-way interaction stage and integration and win-win stage. Before the handover, the main state of teacher education exchange and cooperation among Guangdong, Hong Kong and Macao was that the mainland, especially Guangdong, exported a large amount of one-way education resources to Macao, and a small amount to Hong Kong, while Hong Kong supplemented the export of teacher education resources to Macao. The Laissez-faire policy of the Portuguese government in Macao for Chinese education continued until the 1980s, and the teacher education in Chinese schools was in a state of seeking a way out by themselves. Before the 20th century, the British government of Hong Kong was unwilling to take more responsibility in teacher education except for its minimal efforts. However, with the development of social economy and the increase of population, in order to respond to the real demand, the ruling authorities began to develop education and train talents, and then began to train teachers. In the thirty years from the end of the 19th century and the beginning of the 20th century, the development of teacher education in Hong Kong was very slow. It was not until the middle of the 20th century that a

relatively complete teacher education system was basically formed, and more attention was paid to in-service education for teachers. On the eve of the handover, teacher education in Hong Kong has made great progress and formed its own school-running mode and school-running characteristics despite many deficiencies. ^{[[15]]}

After the handover, the Chinese government implemented the policies of "one country, two systems", "Hong Kong people governing Hong Kong", "Macao people governing Macao" and "a high degree of autonomy", which provided a powerful political system guarantee for optimizing the allocation of educational resources, promoting educational equity, carrying out educational governance, improving the quality of education, and improving the status and treatment of teachers. The Macao SAR government has entrusted more responsibility for teacher education to local universities, thus realizing the transformation of teacher education in Macao from dependence on foreign aid to self-reliance. Hong Kong, on the other hand, uses developed countries rather than the mainland as its reference point. As Bailey and Koo say: "Hong Kong has borrowed very little from Chinese-speaking innovations in education, Educators and policy makers in Hong Kong interact with the mainland and Taiwan, but often feel they have little to learn from them, so they tend to import innovative content from Australia, Canada, the UK and the US." ^{[[16]]} Under the new background of political, economic and educational development, teacher education exchanges and cooperation in Guangdong, Hong Kong and Macao have shifted from one-way input to multi-directional interaction. The higher education and teacher education in the three places have their own advantages and characteristics, and the exchange complementarity model has replaced the aid complementarity model.

In the first two stages, although the teacher education cooperation of the three places has made many achievements and experiences, it is still self-contained and relatively fragmented. The teacher education cooperation of the three places faces the world with the overall image and participates in the reform and development of teacher education together, which is gradually integrated and formed after the promotion from GBA to national strategy. ^{[[17]]} It can be considered that GBA teacher education is in the third stage, namely the integration and win-win stage, which is also a new subject facing the new background and new situation of GBA construction.

4. OPTIMIZING THE INTEGRATED DEVELOPMENT OF TEACHER EDUCATION IN THE GBA

4.1 Multi-level improvement of regional social cooperative governance mechanism

Social collaborative governance refers to that the government plays a leading role to build institutionalized communication channels and participation platforms for governance needs, strengthens support for the society, and, together with the society, gives play to the role of the society in self-governance, participation in service, and collaborative management. ^{[[18]]} 在 Under the mode of collaborative governance, the goal of government and

society is to build a vibrant, harmonious and orderly society. To achieve this goal, we must rely on the joint efforts of government and society, and cannot rely on any single force. At present, the integrated development of GBA teacher education is facing "administrative barriers" and other institutional restrictions. In January 2019, the General Office of the Ministry of Education issued "the Notice on Issues related to Compatriots from Hong Kong, Macao and Taiwan applying for Primary and Secondary school Teacher Qualification Certificates in the Mainland", allowing people from Hong Kong, Macao and Taiwan studying, working and living in the Mainland to apply for the primary and secondary school teacher qualification examination, and those who meet the requirements can be recognized as teachers of primary and secondary schools. According to statistics, in 2019, more than 800 relevant residents applied for the primary and secondary school teacher qualification examination. However, these policies are still in the one-way opening stage and have not achieved two-way circulation. The situation of the people from Hong Kong and Macao who have obtained the teaching certificate in the mainland returning to Work in Hong Kong and Macao and working in the mainland needs further follow-up study. Fully mobilizing the participation of all sectors of society and forming a pattern of social collaborative governance will help solve these problems.

First, we should further improve non-governmental organizations, establish alliances, effectively link up cultural and educational departments in different regions, and promote the integrated development of teacher education as a whole. The GBA has successively established integrated development organizations for teacher education, such as GBA School of Teacher Education in 2018 and GBA Teachers Union in 2019. These non-governmental organizations should be encouraged to carry out in-depth cooperation and linkage mechanisms to promote the rational allocation and efficient utilization of teacher education resources. Second, adhere to the "people-oriented", to provide teachers with convenient, fast, rich resources of education services. GBA has a number of technology-leading enterprises such as Huawei and Tencent. It has unique advantages in infrastructure construction such as big data, 5G and cloud computing, providing strong cloud platform support for GBA teacher education. GBA can rely on the above advantages of scientific and technological innovation resources, and open diversified educational resources around teacher education, so as to provide future teachers who are interested in working with GBA or in-service teachers who are already working with GBA, To provide education information, school conditions, education system, regional characteristic courses, school-based courses, educational concepts, teachers' professional ethics, education laws and regulations, examination information, recruitment information, etc. in Guangdong, Hong Kong and Macao, to promote mutual understanding, and to provide quality services for teacher talent training and teacher circulation.

4.2 Training teachers based on the GBA concept of

talent development

According to the first "GBA Talent Development Report" released in 2018 by the South China Institute of International Talent, Compared with the New York Bay Area, San Francisco Bay Area and Tokyo Bay Area in Asia, GBA is expected to be positioned as a "talent Bay area", which is different from the New York Bay Area as a "financial Bay area", the San Francisco Bay Area as a "technology Bay area" and the Tokyo Bay Area as an "industrial Bay area".^{[[19]]} This positioning requires GBA's talents to be internationally competitive in order to develop into a first-class Bay area. It can be seen that education and talent training are the "top priority" of developing GBA. The primary factor that must be considered is the team of teachers needed for GBA education and talent training. The OECD (2018) shared Vision for 2020 is to enable every learner to "fulfil his/her potential and help shape a shared future based on the well-being of individuals, communities and the planet."^{[[20]]} UNESCO's (2015) new vision for education is that quality education depends on good teachers and strong support systems, gives academics a global perspective, and emphasizes education as a "practice of human rights, dignity and social justice", with emphasis on the protection of cultural, linguistic and ethnic diversity.^{[[21]]} These educational visions are in line with the development trends advocated by "Modernizing Education in China 2035." GBA talents should not only have national and Bay Area consciousness, but also have international vision and 4Cs ability (communication, Collaboration, critical thinking, creative thinking).^{[[22]]} Teachers are not only the talents of GBA construction, but also the cultivation of GBA talents. Therefore, first of all, teachers should be trained to meet the GBA concept of talent teachers.

GBA teacher training should pay attention to science and technology and humanities dual orientation. In science and technology education, STEM education and e-learning are increasingly important, and future education will place more emphasis on students' understanding of artificial intelligence, data analysis and digital education. In terms of humanistic education, the education of traditional Chinese virtues should be the core, supplemented by the understanding of local characteristic cultures (such as lingnan culture composed of Guangfu culture, Hakka culture, Chaoshan culture and Hong Kong and Macao culture). Under the background of value diversification, globalization and increasing fluidity, it is necessary to cultivate teachers' intercultural and multicultural ability and respect other cultures and traditions.

4.3 Diversified and characteristic training of Bay Area teachers

"Integration" means bringing different cultures together on a correct basis. This kind of connection is not the dissolution of different cultures, but the various cultures maintain themselves and open themselves. Education should be based on the understanding, understanding and appreciation of different cultures, and should be a bridge between different cultures and different nations.

[[23]] Education is not only a carrier to inherit and innovate culture, but also a tool to communicate with the people. Guangdong, Hong Kong and Macao have the same cultural origin, close interpersonal relationship and similar folk customs. Guiding mainstream cultural identity and national identity through education and promoting GBA construction should be an important goal orientation for the integrated development of GBA teacher education.

"Integration" should be carried out on the premise of "openness" and "reciprocity", The integrated development of GBA teacher education should have three characteristics: "international excellent level", "Chinese GBA characteristics" and "complementary and innovative."[[24]] In terms of international excellence level, in addition to the cooperation between internal institutions of GBA to train teachers, we can also learn from the experience of Hong Kong and Macao to introduce international talents to join GBA teacher education. In terms of Chinese GBA characteristics, more native GBA courses should be developed, covering history, culture, system, natural and human geography, economy and future development planning, etc., so as to deepen the comprehensive and three-dimensional understanding of the Bay Area by compatriots in GBA. In terms of complementarity and innovation, the differences among Guangdong, Hong Kong and Macao should be respected, with mutual recognition of academic qualifications and exchange of credits. We should learn from each other on teacher training, reach more consensus, and develop more new courses with common needs.

5. CONCLUSION

The educational development of GBA is an important part of the national policy, and the role of teachers in education is self-evident.. Therefore, the GBA teacher education has a long way to go. In addition to the central government, guangdong government, the Hong Kong SAR government and the Macao SAR government establish close open, mutual benefit and mutual trust mechanism, increased investment in resources, to formulate incentive measures, but also guide the different levels of institutions of higher learning and NGOs and primary and secondary schools, kindergartens open complementary partnership, in order to in the teaching, scientific research, education and personnel training to achieve the effect of integration of win-win.

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An Integrated Curriculum System For Tourism Management Major Study On Connection Patterns With Courses

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Abstract: As a talent training mode, "Chinese through penetration" is a beneficial exploration of building a modern vocational education system in China, which is of great significance to improve the training quality of technical and skilled talents. This paper introduces the research on the integrated curriculum system construction and curriculum connection mode in the tourism management major, and summarizes the technical path and practical experience of realizing the curriculum connection, and provides a reference experience and basis for the reform of the Sino-basic training model.

Key words: Tourism Management; Through-Through, Integration; Core Curriculum; Cohesion Mode

1.THE DILEMMA OF THE CONSTRUCTION OF THE COMPREHENSIVE CURRICULUM CONNECTION SYSTEM IN THE TOURISM MANAGEMENT MAJOR

(i) The relative independence of the curriculum system leads to the difficulty of student role transformation

It is difficult to connect courses between secondary vocational and undergraduate courses, which is fundamental because the curriculum system of the two stages is relatively independent. This independence is mainly reflected in the differences in the curriculum objectives, in the curriculum culture, and in the curriculum organizational logic. There is an obvious gap between the curriculum system of secondary vocational and undergraduate courses, and learners are facing many obstacles in the process of the transition from the vocational stage to the undergraduate stage. Especially in the training process of such a long period of schooling, if not obtained timely and effective help, learners' interest and motivation in learning, professional identity will be weakened, which will ultimately affect the quality of talent training.

(ii) The superficial curriculum connection caused by the one-sided adjustment of the interface courses

The superficial problem of course connection is mainly reflected in the lack of systematicness, logic and standardization of the design and implementation of the course connection system, and it is common to only connect the course for local adjustment. Among them, the interface course mainly includes cultural basic courses in English, mathematics, computer, etc., as well as undergraduate basic professional theory courses, basic professional training courses, such as "tour guide business", "travel agency adjustment business", "scenic service and management", the general measure is to

move the undergraduate stage course content to the secondary vocational stage. And whether such an adjustment is scientific and reasonable, whether in line with the law of students' cognitive development is unknown. This way of rigid attracting secondary vocational courses and undergraduate courses does not build a smooth transition channel for students, but more and more deviates from the original intention of cultivating high-level technical talents through a long school system.

(iii) The sudden increase in the course difficulty and the learning challenges brought by secondary vocational students

The one-sided adjustment of the interface course leads to the basic cultural, basic professional theory and professional training courses in the undergraduate stage, and the difficulty of secondary vocational courses has increased significantly, which brings great challenges to the learning of secondary vocational students. The way of "knowledge pouring" is popular in the construction of the curriculum connection system. The original purpose is to improve the ability of students by learning the course content of undergraduates in advance and increasing the difficulty of secondary vocational courses, so that they can be competent for the study of the undergraduate stage. However, the reality is that even if the quality of students in the whole class has been significantly improved compared with the previous one, the conflict between the curriculum content and the law of students' cognition is still significant, and students generally believe that the course content is too difficult and learning difficult.

2.The Tourism Management Major Through The Professional Ability Training And Curriculum System Construction Ideas

Through training mode, a long training period, in the initial stage of talent training to clear training goals, highlight vocational skills, make vocational education intervention in advance, and set up professional ability and education level upward channel, in the training plan between 3 years (secondary vocational) and 4) of consistent system, curriculum and practical integration design, to improve the efficiency of talent training, better adapt to the production and service line requirements of professional characteristics of applied talents.

On the basis of tourism management undergraduate professional construction and training plan, according to the following work steps to gradually carry out the integrated curriculum system construction: talent

demand research and training mode comparison, establish the professional training goals, establish ability training system and its implementation model, set up curriculum module and preliminary specific teaching plan. Three main principles: First, adhere to the ability system and knowledge system, pay more attention to the cultivation of professional ability, cultivate the comprehensive professional ability to make judgment and action in the complex work process, meet the needs of mental characteristics, cognitive law and lifelong development, and establish the curriculum development mode and innovative thinking and individual ability.

3.THE CONSTRUCTION OF AN INTEGRATED CURRICULUM SYSTEM IN TOURISM MANAGEMENT BASED ON THE "CORE CURRICULUM"

In tourism management, the integrated curriculum system is divided into two categories, one is general basic courses and one is professional courses. All the teaching content of general basic courses should be integrated in combination with the characteristics of tourism management, including restructuring teaching content, adding teaching links, changing teaching methods, etc. According to the reality that the cultural foundation of secondary vocational students is relatively weak, the general course transfer standard of secondary vocational students entering the application of undergraduate courses should be formulated. At the same time, it should be considered that the students who failed to enter the undergraduate course still have the basic quality and ability of sustainable development, and the general courses of secondary vocational education stage still need to maintain the relative independence and integrity of the knowledge module.

Because the teaching content in the original secondary vocational school and the original undergraduate education stage, wide knowledge context and integrated system structure, it is the difficult part in the construction of the integrated curriculum system. Its main work contents include:

- (a) sorted out the professional knowledge, and reconstructed the professional curriculum system by deleting and increasing and other methods;
- (b) conducts professional course modularization and course group (class) design;
- (c) emphasizes the core curriculum construction of the integration of science and reality, focusing on the theoretical foundation, and strengthening the practical skills;
- (d) strengthens the important role of vocational qualification certificate in the integrated curriculum system, integrates the content and requirements of skill assessment, and scientifically determines the knowledge, ability, quality and other teaching objectives to be achieved;
- (e) strengthens the construction of curriculum connotation and innovates the teaching methods and teaching methods.

Design and develop a modular curriculum system mainly with "core curriculum", including modular curriculum

(group) and modular knowledge points in the curriculum, explore and practice the implementation method of "ability training and core curriculum", and gradually refine the construction steps of "ability training -- course -- core curriculum (group)".

4. RESEARCH ON CORE CURRICULUM COHESION DESIGN METHODS AND CURRICULUM DEVELOPMENT MODE

The implementation of the integrated training mode needs to truly implement the integrated training plan in the integrated curriculum system, and focus on strengthening the curriculum construction based on the core curriculum. From the curriculum setting and teaching content, the curriculum construction should highlight the professional courses, strengthen the practical courses, attach importance to the humanities courses, and improve the students' comprehensive professional quality, so that the students under the training model can really benefit.

At the same time, the curriculum integration design of the Sino-based training mode must be based on the law of students' physical and mental development, design the curriculum structure in line with different ages of students (physical and mental characteristics, cognitive rules and development trends, etc.), and clear the teaching content and focus according to the thinking level and cognitive level of students at each stage. Therefore, in the process of conducting the core course connection design and the course teaching content development, the following aspects are listed as the implementation technical path and work key content:

- (i) The curriculum starts from the career needs.

The curriculum content is based on the vocational ability to build a modular curriculum system. The professional course is oriented by the work process, taking typical cases from reality as the main body, providing students with learning opportunities to experience the complete working process, and then cultivating students' comprehensive professional ability to make judgments and take actions in the complex work process.

- (ii) Emphasis that course content is relative to vocational standards.

Select the national professional qualification certificate and relevant international vocational qualification certificate of the standard, analyze the skills assessment content and requirements, scientifically determine the knowledge, ability, quality training goals and implementation, so that students can learn the more important professional class have the ability to obtain the corresponding professional qualification certificate, realize the "double card integration" of academic certificate and vocational qualification certificate.

- (iii) Relying on the off-school internship base and school science and technology park, strengthen school-enterprise cooperation, industry, university and research teaching, coordinated construction of practical curriculum system, so as to realize the relative connection between the teaching process and the working process.

The principle of integration of this stage in professional

course teaching: the professional class knowledge contacted in front will complete the goal of integrated professional course teaching from shallow to depth, written to application, practical solving practical problems in the form of project-led theoretical teaching, school curriculum practice and comprehensive practice, off-campus enterprise practice and other forms.

(iv) Teaching activities carry out the integration of theory and practice, teaching methods and assessment methods encourage various forms

Adhere to doing middle school, doing middle teaching, scientific organization and design of teaching activities, to establish the connection between work tasks and knowledge and skills. In the integrated curriculum system in tourism management, especially in the setting of undergraduate professional courses and professional practice courses, in order to avoid the simple repetition of professional knowledge teaching in the secondary vocational stage, it is necessary to conduct teaching reform and innovative design of some professional main courses.

Teachers are encouraged to adopt heuristic and discussion teaching, assign creative extracurricular homework, change the form of examination, and give more open topics, so that students are free to play the

space to create. With the help of online online curriculum resources, flipped classroom and project-based or problem-based teaching methods are introduced to form a new "teaching and learning mode" of online active -- offline collaborative hybrid learning suitable for professional courses and promote the occurrence of effective learning behavior.

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Preliminary Discussion on The Practical Training and Teaching Mode of Cross-Border E-Commerce Courses

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Abstract: In recent years, China's economy has developed continuously, which has driven the rapid rise and development of cross-border e-commerce to a certain extent. Of course, based on this background, in order to achieve better development, the relevant teaching should also undergo corresponding reform and innovation. The platform of cross-border e-commerce course training itself cannot be improved in time according to the development of The Times. Therefore, although the actual cross-border e-commerce course spends a lot of time for practical training, the final teaching effect is not very ideal. In order to improve the quality of teaching, we should improve the practical teaching mode of cross-border e-commerce courses. This paper mainly focuses on the practical teaching mode of cross-border e-commerce courses for corresponding teachers.

Key words: Cross-Border E-Commerce Courses; Practical Training; Teaching Mode

1. INTRODUCTION

In recent years, the pressure of traditional goods trade pressure, cross-border e-commerce trade growth by more than 30% a year, especially since 2013, due to national and local governments promote policies, programs and projects for the development of cross-border e-commerce, cross-border e-commerce from market free development to the government vigorously promote a new stage, traditional foreign trade factories, enterprises and local brands have involved in cross-border e-commerce, cross-border e-commerce has also entered a new stage of development. The vigorous development of cross-border e-commerce leads to the relatively short shortage of cross-border e-commerce professionals. Colleges and universities shouldering the task of training high-quality and skilled talents for local economic development have set up cross-border e-commerce majors or set up a cross-border e-commerce direction under the international trade practice major, However, the establishment of cross-border e-commerce majors in colleges and universities is not long for a long time, Has not yet formed a mature cross-border e-commerce talent training mode, The practical teaching system that plays an important role in cultivating students' professional ability and analyzing and solving problems is still in the exploration stage, And to introduce cross-border e-commerce platforms, To build a practical teaching system with the real e-commerce business, It is an effective way to enhance the business operation ability

of cross-border e-commerce students, It is the general direction of the practice teaching reform of cross-border e-commerce major in colleges and universities.

2. SOME PROBLEMS THAT OFTEN OCCUR IN THE PRACTICAL TRAINING AND TEACHING OF CROSS-BORDER E-COMMERCE COURSES

(i) Teachers' theoretical teaching cannot meet the practical training of cross-border e-commerce

Usually e-commerce professional, international trade professional, business English professional students union study the cross-border e-commerce course. E-commerce students mainly learn the knowledge of internal trade platform and network marketing, but rarely explain the knowledge about international trade. At the same time, the English level of e-commerce students is not very good. And national trade major and business English major mainly learn international trade knowledge and some necessary English knowledge, but ignore the knowledge of network marketing, which shows that each professional students in the process of learning cross-border electricity course is focused, so students did not dedicated to the course systematic study, they just combine their professional one-sided learning this course.

(ii) Students have poor enthusiasm for the practical training and learning of cross-border e-commerce courses

Careful observation can find that the passion of middle school students in the practical cross-border e-commerce course is not very high, Most students can basically insist on the store decoration and product release, However, the next step of product promotion, sales and other links of many students can not find the sales of goods, Goods are very hard to sell, This makes students less motivated for training and learning, Students have no information about practical training and learning, In the long run, I slowly lost interest in practical training, So in the future training process, they will have no interest or do not want to overcome the immediate difficulties, Finally, the purpose of practical training and teaching of cross-border e-commerce courses cannot be achieved. In addition, many students do not have the entrepreneurial spirit. Even if some students shop well during the practical training, students will not study in this aspect after the practical training, so that if students can not insist on continuous operation, they can not really experience the value of practical training.

3. THE STRATEGY OF PROMOTING THE PRACTICAL TRAINING AND TEACHING MODE

OF CROSS-BORDER E-COMMERCE COURSES**(i) Update the teaching content in time**

As the economic development has driven the development of cross-border e-commerce, in order to meet the needs of the society for cross-border e-commerce talents in the new era, universities should timely update the teaching content in the practical training process of cross-border e-commerce courses. E-commerce major should add some knowledge about international trade and international logistics in cross-border e-commerce courses, while students in international trade and business English should add some knowledge about network platform and network marketing. In a word, no matter which major is learning this course, comprehensive and systematic learning, of course, students from different majors can focus on the major according to the process of learning. In addition, in order to let students really understand the actual life of cross-border electricity work, teachers in addition to organizing students training simulation, also can also communicate with some local cross-border electricity enterprises, and then lead the enterprise is convenient students to visit there, of course, teachers can also invite cross-border electricity experts to students regularly explain this knowledge, let students timely understand the new dynamics of cross-border electricity development.

(ii) Strengthen the cooperation and exchanges between enterprises and students

Schools can cooperate with some local foreign trade enterprises, and then these partners can provide students with their production and processing products, schools can establish an electricity platform, and then let students on the platform operation and management, mainly is to let students learn to find customers to promote cooperative products, of course, in order to help students better product sales, it is best to arrange the corresponding professional sales talent regularly to students or explain the teacher related sales experience. Of course, in the whole cross-border e-commerce practical training and teaching, middle school students can use the e-commerce platform of the school cooperative enterprises to learn, To encourage all students to actively participate in the training process, Teachers should not just praise some better-performing groups, These businesses with which schools cooperate can also consider continuing letting students sell their goods, That is, the right to represent outstanding group products, Let the students work on, At the same time, the enterprise will continuously give the students in all aspects of the training, To make the student operation more professional, Of course, businesses can pay students based on their sales performance, On the one hand, this can broaden the sales of enterprise products, On the other hand, it can stimulate students' enthusiasm for learning, Really play the role of cross-border e-commerce courses.

(iii) Build a practical training and teaching system

By formulating a scientific and dynamic practical training and teaching content system, the objectives and

tasks of practical training and teaching can be specifically implemented in each teaching link, so that students can truly have the ability to participate in the actual operation of cross-border e-commerce and even start a direct business after the end of the practical training and teaching. After learning the main theoretical knowledge, enterprise instructors or teachers from training institutions with rich operating experience in cross-border e-commerce business operation are invited to provide guidance. In the school productive training base, with the real work of the enterprise as the background, cross-border electricity business involved in comprehensive training, during this period, the outsourcing business of the enterprise as a simulation training task operation training, in order to further understand the needs of the actual business, cultivate students' ability to analyze problems and solve problems. On the basis of the training of a single skill training and comprehensive simulation training, a number of excellent students are selected to the enterprise for the actual cross-border e-commerce business operation during the winter and summer vacation, so as to further improve the students' ability to undertake the service outsourcing business of the enterprise. In undertaking the new operation skills encountered in the outsourcing business of the enterprise, timely updated to the training teaching system, and the continuous dynamic optimization of the training teaching system.

(iv) Improve the practical training and teaching evaluation system

Scientific and complete training teaching evaluation system is an effective means to promote the rapid improvement of training teaching quality. In terms of student evaluation system, clear the tasks and requirements of the practice teaching link, formulate a comprehensive practical ability assessment plan, determine the assessment content and method, through the written test, oral test, operation examination and innovative design and other forms of assessment of students' practical skills use ability and innovative practice ability, form the process evaluation system of students' ability as the center.

4.CONCLUSION

To sum up, in the actual cross-border electricity practical training process, teachers must be according to the social needs of cross-border electricity talents to teach students, with the help of some real electricity cases to cross-border electricity course practical training, help students timely understand the development trend of cross-border electricity, and constantly update the course learning content, learning methods, etc., let the students really master the course, and guide students active innovation and entrepreneurship, adhere to the operation of cross-border electricity business, so that they can adapt to their work as soon as possible after graduation.

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Analysis Of Common Diseases and Causes of Highway and Bridge

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Abstract: With the rapid development of society and economy, the transportation system is more perfect. As an important component of the highway traffic network, the improvement of people's living standards. But in the process of operation, affected by various factors, thus some diseases, the existence of these diseases shortens the life of bridge service life and poses a serious threat to its safety, so we need to diagnose the causes of some common bridge diseases, and then take effective daily maintenance management scheme, to ensure its safety and durability. Through the research of common diseases and causes, the paper can reduce the adverse effects of various factors on the service life of the bridge.

Key words: Highway And Bridge; Common Diseases; Causes; Maintenance

INTRODUCTION

With the continuous improvement of the national economic level, the highway and bridge construction technology is also getting higher and higher. Under the extensive application of various new technologies, new processes and new equipment, the construction quality of highway and bridge construction has been greatly improved. However, from the actual construction situation, restricted by construction funds and other factors, there is the reduction of design standards, resulting in construction quality not up to standard, causing some congenital deficiencies, overloaded vehicles and other factors, shortening the service life of highway and bridge^[1]Especially under the influence of highway overloading and overloading, the lack of highway and bridge maintenance caused many diseases. Therefore, in the use, it must improve the attention of the maintenance management department, solve the problems existing in them, and ensure its safe and stable operation.

I. COMMON DISEASES AND CAUSES OF HIGHWAY AND BRIDGES

(1) Cracks

From the common highway and bridge diseases exposed at this stage, cracks, as the most common disease, pose a serious threat to the safety of highway and bridge. After the occurrence of this disease, it is necessary to analyze the causes of the cracks, to suit the remedy, effectively solve its existing problems, and eliminate the safety risks existing in roads and Bridges.Reinforcement and concrete are still the basic structure of highway and bridge construction in China, and after long-term use, concrete is prone to dry shrinkage cracks, and then change the basic structure, resulting in reduced bearing capacity^[2]. This disease is produced mainly because the actual carrying capacity of the highway and bridge design and

construction process exceeds the design standard, or the concrete selected does not meet the design requirements. This requires the analysis of the causes of bridge cracks, using professional equipment to check their causes, and develop solutions to ensure the normal use of road bridges.

(2) Steel bar corrosion

After the concrete of the highway bridge produces cracks, it is easy to make the beam reinforcement exposed to the air, and the steel bar is easily corroded, which needs to carry out the highway bridge operation and maintenance, and we must pay attention to the disease of reinforcement corrosion.After the corrosion of the steel bars in the beam, the sectional area of the reinforcement becomes smaller and the bearing capacity of the beam is reduced. For the reasons of steel bar rust, there are three main aspects. First, the snow on the bridge, usually using snow melt salt to help melt, thus increases the content of salt in the bridge deck, while penetrating through the bridge cracks, which will cause corrosion of steel bars. Secondly, because of the failure to carry out coating protection of steel reinforcement, the lack of standard awareness of steel reinforcement maintenance, resulting in the corrosion of steel reinforcement constantly intensified, over time has a great harm to the bridge^[3]. Finally, in the absence of reinforcement coating, rain erosion causes increasing reinforcement corrosion.

(3) Bridge supports and expansion devices are damaged

The support set at the top of the abutment and the pier is an important device to ensure the stability of the structure, which can not only convey the force generated by the dead weight of the bridge structure, but also produce displacement under certain conditions. It can be seen that whether the support can play a normal role will have an impact on the safety and bearing capacity of the whole bridge. The causes of support disease are relatively diverse. Under the action of gravity and temperature, the beam experience expansion, and under the action of this unbalanced scalation, the support movement will be caused^[4]. In addition, the quality problems of the support itself will also lead to its safety risks. Generally speaking, the body end of the bridge beam will be installed with the expansion device, which will cause some damage to the concrete, and then lead to its expansion device displacement or even falling off, affecting the normal force of the bridge, seriously threatening the safety of the highway and bridge.

II. HIGHWAY AND BRIDGE MAINTENANCE AND MANAGEMENT MEASURES

(1) Crack maintenance and management

In the process of curing the crack problem, it is necessary to determine the causes of different cracks, grasp the

concrete structure types of roads and Bridges, deeply grasp the stress characteristics of the bridge, and treat the crack problem according to the case. By analyzing the hardness grade of the concrete structure, measuring the crack with instruments, and then evaluating the bridge grade according to the results. If the measurement results do not match the standard, preventive maintenance work needs to be carried out, including pasting carbon fiber cloth, epoxy resin closed cracks, etc., to thoroughly regulate the cracks in the highway and bridge. In addition, the surface spraying method can be applied, that is, the cracked surface, the cracked area for chisel, clear the surface, washed with water to ensure that the base is wet before spraying, and then use cement mortar on the crack surface, to form a protective layer, and then achieve the purpose of repairing the cracks. Before the grouting.

(2) Strengthen the corrosion prevention and management of steel reinforcement

After the highway and bridge are put into use, it is prone to steel corrosion diseases, which poses a serious threat to the safety of the bridge, which needs to strengthen the prevention and management of reinforcement corrosion. During the process of protective layer application, check regularly and focus on analyzing the corrosion situation of the steel bar. If the thickness of the protective layer of the beam is insufficient, epoxy resin is applied to strengthen the protection effect of the reinforcement. For some areas with strong corrosion, the surface protection layer must be thickened to reduce the probability of corrosion. In view of the common rain and snow weather in the north, when the snow removal, we should avoid corrosion of concrete and reinforcement, use mechanical cleaning as far as possible, or use some snow melting agent that can not damage the bridge to protect the concrete and reinforcement.

(3) Maintenance and management of expansion joints

In the current common types of highway and bridge diseases, expansion joints, as an important problem, must pay more attention to them and carry out the active maintenance and management of expansion joints. In the specific operation stage, if the highway and bridge expansion joint damage occurs, it must be replaced as soon as possible, and the quality of the expansion joint

should be improved. If affected by settlement factors and the deformation and damage of the expansion joint, the foundation can be strengthened and repaired first. At the same time, the active daily maintenance work needs to be carried out, and the hard objects and garbage on the surface of the highway and bridge should be timely cleaned up to avoid damage to the highway and bridge. In the maintenance of highway and bridge, it is necessary to improve the decoration degree of the expansion device. If local damage occurs, some strong concrete should be used to ensure the normal use of the expansion device. In the case of scientific highway and bridge maintenance, it can improve its safety and stability, to provide convenient conditions for people's travel.

CONCLUSION

In the current construction of highway traffic infrastructure, it is necessary to strengthen the maintenance of highway and bridge, analyze the causes for its common diseases, and carry out the repair work in time to avoid serious accidents. Under the guarantee of scientific maintenance work, it can provide a reliable guarantee for the normal operation of highway traffic, and reduce the social harm caused by road problems, and promote the development and improvement of China's traffic network.

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Research On the Path of Computer Network Technology Teaching Mode Under The Integration Of Industry And Education

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Abstract: Collaborative education is the key direction of the development of colleges and universities. Aiming at the problems of single cooperation mechanism and impossible win-win cooperation, this paper studies the reform path of computer network technology teaching mode based on the integration of industry and education. Create a new mode of professional teaching, integrate the computer professional training room, and build an alternating computer teaching practice base between work and study. Standardize students' learning behavior, introduce the "O2O" teaching classroom, actively explore new methods of interactive professional teaching, improve the professional teaching guarantee system, and innovate the teaching content, so as to promote the development of higher vocational education.

Key words: The Integration Of Industry And Education; Computer Network; Teaching Mode Reform

1. INTRODUCTION

Since the implementation of the 14th Five-Year Plan, the state has issued a series of reform policies on higher education, and put forward teaching measures for deepening the integration of industry and education, which has played a certain role in promoting the improvement of school education and guidance. At present, most higher vocational colleges have integrated their own educational characteristics, adjusted the traditional talent training mode, and effectively implement the collaborative education. However, due to the late start of the current domestic industry and education integration policy, there is no perfect industry and education guarantee mechanism, so the current college teaching policy research for different students is still in the primary stage, and can not achieve better teaching results under the support of the common interests of both sides. In order to meet the development of local economy, adapt to the integration of new teaching ideas, based on the wide application of network technology, the industry demand for computer professionals increasingly urgent, talents in the network fusion, information processing, structure design put forward higher requirements, although the current college teaching system still can not meet the needs of market development, but the integration concept just solve the problems of current education. In teaching, the integration of industry and education can increase the support of campus culture, give full play to the value of enterprises, and provide high-quality education and teaching practice conditions for higher vocational

students, provide talents suitable for the post according to the needs of enterprises, and achieve the combination of "teaching" and "industry" in the real sense.

Because some colleges started late, so in the actual cooperation with enterprises, there are still a series of problems to be solved in teaching, in order to improve the current situation, meet the needs of the industry development, take computer network technology as an example, for the traditional teaching mode practice curriculum system imperfect, lack of teaching guarantee system, single teaching method, based on the background of industry and teaching integration, should design the new mode of professional teaching.

Establish an education and teaching community centered on the coordinated development of "enterprise, industry and college", Introducing the "MOOC" teaching and other diversified teaching platforms, Build a teaching guarantee system, Through the cooperation between school-enterprise projects, the sharing of teachers and other resources, the exchange of modern production equipment and teaching equipment, and the joint construction of teaching and practice bases, Enrich school-enterprise cooperation and other multi-diversified cooperation methods, Optimize the management of the on-campus network, Improve student security of information in online learning, Design teaching content in collaboration with the business or industry, Guide the students to complete their teaching tasks independently, Introducing a user behavior analysis method based on big data, Comprehensive assessment of the students' learning outcomes, To ensure the synergy of teaching content and industry development, On the basis of meeting the sustainable development of education, Practical application of talents to promote industry progress.

2. THE PATH ANALYSIS OF THE PROFESSIONAL TEACHING MODE REFORM OF COMPUTER NETWORK TECHNOLOGY UNDER THE BACKGROUND OF THE INTEGRATION OF INDUSTRY AND EDUCATION

(i) Build an alternating computer teaching and practice base for work and study

In order to meet the practical teaching requirements of universities for computer network talents, we should actively cooperate with cooperative enterprises to build a practice base for students.

First, Open Professional Training Room

The open tradition is only for the professional training room with in-class training. Under the guidance of

professional teachers, students can participate in teachers in the teaching courseware design and teaching projects under the condition of completing the basic theoretical knowledge course. In the training room, middle school students choose appropriate practical projects according to their own learning needs, and complete the training projects independently. Because the traditional classroom teaching time is very limited, teachers should use a large number of classroom time and enterprise resources to ask questions to students in classroom teaching, guide students to think based on problem-oriented guidance, and use their spare time to digest the existing problems in teaching.

Secondly, conducts a comprehensive skills competition for computer network applications

Based on the background of industry and education, regularly in the campus computer network application comprehensive skills competition, and participate in enterprise employees together in the development and design of enterprise offline production projects, understand the design standardization process, standardize students' learning behavior, make it in practice to understand the problems existing in learning, and then targeted to adjust their own learning plan. In addition, students are encouraged to participate in municipal, provincial and national vocational college skills competitions, cultivate students' innovation ability, guide students to obtain national certification and enterprise certification through their own efforts, enrich students' practical experience, and lay a foundation for students to enter the society.

(ii) Actively explore new methods of interactive professional teaching

At present, the problems existing in computer teaching mainly due to the students' uneven professional level, in order to avoid its impact on the beginning of the teaching progress, first in the early enrollment, using the way of questionnaire to grasp the computer basic ability, help teachers in the later teaching better grasp the development direction of students. Secondly, using the way of dividing learning group, arrange every 3-5 people for a learning group, according to different training course types according to the project, set up support object group, to ensure that each group has a strong learning ability of students, in this learning atmosphere, can mobilize the enthusiasm of students in learning, the implementation of "one-to-many" guide. Finally, teachers design teaching projects that need group cooperation to guide students to complete comprehensive learning projects through group discussion and communication with teachers, so as to reduce the difference between students and strengthen the teaching effect.

(iii) Introducing the "O2O" teaching classroom

Under the background of the integration of industry and education, we should focus more on the overall development of students' body and mind. Therefore, we should abandon the traditional teaching mode with teachers as the main body, find the shining points on students, and fully tap the learning potential of students.

Based on this, the introduction of "O2O" teaching classroom, "2" to students, "O" to school and enterprise, under the cooperation of the two sides, guide the interaction with the two sides.

In teaching in order to effectively improve the teaching efficiency, teachers can through the boutique online course website, campus WeChat public account, a variety of teaching video courseware and other teaching resources, arrange students before class learning tasks, require students should grasp the teaching focus before class, understand their own shortcomings and problems in learning. In the teaching process of teacher teaching, case project teaching method and team teaching method are adopted to complete the innovative ability teaching for different student groups. Use the teaching resources provided by enterprises to extend students' learning knowledge in class, use "rain classroom", "MOOC" online classroom, fully interact with students, and mobilize students' enthusiasm for learning, to ensure the high quality completion of teaching objectives and curriculum standard tasks.

(iv) Improve the professional teaching guarantee system
A complete teaching guarantee system is the basis of the sustainable development of higher vocational colleges in the context of modern vocational education environment. According to the above designed computer network technology professional courses and the cooperation mode between school and enterprises, the teaching guarantee system is designed based on the integration of industry and education.

First, the traditional evaluation method for students should be reformed, measuring students by the standards jointly formulated by the state, enterprises and higher vocational colleges, and evaluate students' learning ability in multi-dimensions, including students' professional quality, employment ability, professional certificate certification, etc. Secondly, improve the quality of professional curriculum teaching to provide quality support, regular teacher professional ability evaluation, using big data technology analysis, evaluation teaching content and industry development coordination, integration of students feedback data of online platform, understand the deficiencies in higher vocational colleges in integrated teaching, form a professional evaluation report, evaluation teaching achievements. Finally, integrate the industry standards, constantly adjust the industry standards and the requirements put forward for the students, appropriately innovate the teaching content, and form a standardized guarantee system in the continuous practice.

3.CONCLUSION

With the popularity of higher education and the defects of the current teaching mode, this paper studies the reform path of four aspects, integrates "industry" and "teaching", realizes the coordinated development of talent and industry, conforms to the national talent training policy, and brings new challenges and opportunities for the development of vocational education. Improve the flexibility of the new teaching model, adapt to the development of the changeable

market, so as to promote the continuous innovation of education.

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Research On the Enterprise Employee Training System Based on Career Planning

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Abstract: With the continuous economic development and social productivity, under the background of market economy, talent competition is a very important part, which is necessary to improve the importance of talent training. However, the problem of talent competition also involves the prospects of the development of China's enterprises. The enhancement of talent circulation has caused serious trauma to the stability of enterprise development. The common development of employees and enterprises to achieve a win-win situation is an urgent problem to be solved in the development of modern society. Therefore, this paper analyzes the enterprise employee training system of career planning, promotes the effective development of employee training, and improves the market competitiveness of the enterprise.

Key words: Career Planning; Enterprise Staff; Training System

1. CONTENT ANALYSIS OF THE ENTERPRISE EMPLOYEE TRAINING SYSTEM BASED ON CAREER PLANNING

The so-called career planning mainly refers to the organization or individual analyzing different career factors under the influence of development factors, formulating goals related to the individual or organization, or planning plans related to work, education or training.

The enterprise employee training system of this nature mainly refers to the combination of the ability level and job needs with the development goals of the enterprise, taking it as the foundation to establish an employee training system suitable to the development of the modern enterprise, while meeting the needs of the enterprise and the employees. The system is mainly divided into different stages, demand analysis, screening, project design, project execution, and effect evaluation and system construction. Several stages in the system are to show complementary situations to each other and promote each other. First, the analysis and screening of employee training needs. As the basis and premise of the training system, it needs to master the actual needs of employees and enterprises and highlight the training effect. The project design and implementation occupy the main part of the training system. The effect evaluation is the assessment of the effect of training employees' participation.

2. THE REFLECTION AND ANALYSIS OF THE VALUE OF THE TRAINING SYSTEM

Analyzing the value of the training system needs to start from different perspectives, on the one hand, the enterprise, on the other hand. First of all, from the

perspective of enterprises, career planning as the foundation, the construction of the employee training system, the main role is to ensure the value of the enterprise, easy to understand expression is to keep the satisfaction of the enterprise in the unit. After the employee training system project is determined to discuss together between enterprises and employees, analyze and design, combine the actual demands of employee working ability, improve the necessary ability in career planning, and obtain better employment opportunities in practical work. In this process, employees will constantly strengthen the centripetal force of the enterprise and strengthen the cohesion effect. After a large number of research and practice show that the effective combination of employee training system and career planning can improve employee work identity and satisfaction, and is an important way to avoid the outflow of talents in enterprises.

Secondly, it is to realize the optimal allocation of enterprise resources. In the process of implementation, the training system will realize reasonable planning and design of enterprise resources, including material resources and intangible resources, to ensure the maximum utilization of resources, and play a role in improving the input and output rate of training. Finally, it is beneficial to the improvement of enterprise competitiveness. The premise of the training system is to consider the needs of enterprises and employees. After comprehensive analysis, ensure the unity of the enterprise objectives and employee objectives, play an important role in the trust of employees and the improvement of the comprehensive strength of the enterprise, and improve the market competitiveness of the enterprise.

From an employee point of view, The value of the training system mainly has the following aspects: First, Employees can master the knowledge and skills required for this position, In a short period of time, Improve productivity, The adaptability of the post role has been greatly improved; Secondly, the Staff consciousness consciousness, Past employee training objectives were not clear, Combining career planning and the employee training system, Clarify training objectives, Awake employee awareness of autonomy, Change from the previous passive training to the active training; Finally, Implementation of the employee's self-worth, During the implementation of the training system, Comprehensive analysis of employee career needs at different stages, Guide the employees to understand themselves more clearly, Ensure a scientific objective, Taking targeted measures to help employees with difficulties facing in career development, Provide the evaluation mechanism

to test the employee training effect, Establish capacity-building mechanisms, Provide a platform for employee capabilities, In a constant cycle of training, Helps your employees to achieve their ideal career goals.

3.APPLICATION OF SPECIFIC PRACTICAL MEASURES

(i) Project design stage

After analyzing and screening the training demands, combine the actual situation, determine the practical training projects and specific training staff, design the corresponding project types to promote the smooth progress of the project. There are two main aspects for the project design, namely the content design and method design.

First, the training content design, This part of the design needs to combine employee career characteristics, In the early stages of their career, the employees were mainly new recruits, More learning content, Including vocational technology, working ability, organizational adaptability and organizational standardization, Employees at this stage need to understand the development history of the business, Values and relevant rules and regulations, Basic training on employees ' vocational skills and basic knowledge; Employees in the mid-phase of career development planning, With a preliminary understanding of career development and enterprise development, It will reevaluate its career level, Change your ideal career, In the process, There will also be a synchronous professional development of technology and management.

Based on this situation, it is necessary to provide technical or management training based on the actual work nature of the employees and their future development demands, and we can choose the on-the-job training or job transfer training. Finally, the end stage of employee career planning development, is also the career stability stage, this stage of employees is generally higher, does not belong to the category of key training objects, but not that employees no longer pay attention to career planning, but need employees to maintain professional achievements, share their rich experience to young employees, help young employees grow up.

(ii) Project execution stage

The project execution stage is the process of constantly summarizing the preliminary preparation work and then integrating it into practice. The training content of this stage plays a decisive role in realizing the expected effect and occupies a key position in the overall training practice. In this process, human resource developers work more, which need to determine the implementation of the training content, such as equipment, textbooks, site, etc., to ensure the smooth implementation of the training work. Management personnel need to create a good atmosphere in the training process, and employees can devote themselves to the training, to ensure the effective supply of training manpower and material resources, and the training can be carried out smoothly. At this stage, most enterprises have opened career channels for employees with significant significance and can set up different levels and categories, such as management,

engineering technology and skill operations. In the actual training, the management personnel pay attention to the training effect, combined with the needs of different categories of employees; before the training, organize the training materials, attract employees to enter the training, to ensure the implementation effect of the project.

(iii) Effect evaluation stage

After the staff training, it is necessary to evaluate the training effect to ensure that the staff can have high feedback. For some project training, the results are good, which can be maintained and promoted for a long time. For unreasonable training projects, the management personnel need to rectify in time, or directly ban them and switch to new training projects. The acceptance of employee training effect can use questionnaire survey or examination paper assessment to use the training knowledge in practice, comprehensively evaluate and analyze the training effect of employees. Employees with good performance can be rewarded, and the poor employees constantly encourage, and improve the overall enthusiasm of employee training. In this way, we can bring better training experience to our employees, in a relaxed training atmosphere, learn more knowledge, we can better invest into the work of the enterprise, and add luster to the economic and social benefits of the enterprise. Combined with the employee training results, employees can be promoted to the development channel.

(iv) Establishing a training mechanism

The main purpose of the employee training system is to transform the knowledge and skills into the profits of the enterprise, employee training can be sustainable and long-term knowledge and skills into enterprise performance, at the same time the purpose is to get opportunities to test their own training results, through the increase of human capital, the value into the enterprise actual productivity, training activities really play the value. Build training mechanism is the enterprise in the process to take corresponding measures, such as working conditions optimization or incentive measures, to provide platform and conditions for staff training ability, the employees in the training process can be better applied to work practice, employees own post ability to improve, can drive the growth of other employees, to ensure the maximum value of the training project.

4.CONCLUSION

The obvious significance of planning is that the individual plans for the future. Career planning is a very important content in the planning. Through analyzing different influencing factors, formulate goals and working hard to achieve career goals. Career planning has two subjects, namely enterprises and individuals. Employee training is an important driving force for the enterprise to improve and develop. Through employee training, we can improve their post ability and transform the post value of employees into the actual profit of the enterprise. Through the construction of employee training system through career planning, it plays an important role in the development of the enterprise and employees, conducive to the growth of the enterprise and

the improvement of employee individual ability, thus promoting the long-term and stable high-quality development of the enterprise.

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Artificial Intelligence Considers the Opportunity, Hardship And Way Out Of Vocational Education

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Abstract: The development of artificial intelligence is crucial to leading the transformation of Chinese social and economic structure, enhancing the comprehensive international competitiveness and improving life. Starting from the relationship between artificial intelligence and vocational education, it discusses the realistic demands of the development of vocational education under the threshold of artificial intelligence, systematically analyzes the opportunities and challenges facing vocational education in China, and puts forward countermeasures and suggestions for the development of artificial intelligence in vocational education in China.

Key words: AI; Vocational Education

1. ARTIFICIAL INTELLIGENCE AND VOCATIONAL EDUCATION

(i) The connotation definition of artificial intelligence

From the birth to the development of artificial intelligence, as a new concept has not been widely recognized by the academic community. Artificial intelligence scientists have also interpreted their meaning from different perspectives, but there is no strict definition between the development process of the discipline and the status of the discipline. In summary, artificial intelligence is a machine or application that completes a complex work with the assistance of humans, and is an emerging discipline.

(ii) The influence of artificial intelligence on vocational education

From the primitive society to the industrial 4.0 society, the transformation of fire, iron, steam engine, electric power, information technology has freed more and more labor force from the heavy mechanical labor. Every improvement of productivity will undoubtedly affect the change and development of the relations of production and social ideology. As a technology in Industry 4.0 society, artificial intelligence will also naturally play the role of liberating social productive forces on the stage of social development. Artificial intelligence not only has a significant impact in transportation, medical care, finance and other aspects, but also in the field of education needs to be paid attention to.

Vocational education is closely linked with social development and has a strong social function. From terms of the perspective of social-oriented value orientation of educational function, artificial intelligence puts forward new talent training goals and new talent quality requirements for vocational education, that is, what kind of talents are needed under the background of

the artificial intelligence era. At the same time, the release of the social function of vocational education also provides a technical and talent reserve for the development of artificial intelligence, that is, what vocational education can do in the background of artificial intelligence. Vocational education must take the initiative to adapt to the reform of social development, in order to reflect its due social value, and to form a virtuous circle with social development.

2. THE REALISTIC DEMANDS OF VOCATIONAL EDUCATION DEVELOPMENT UNDER THE THRESHOLD OF ARTIFICIAL INTELLIGENCE

(i) "Tool rationality" and "value rationality": the hardship of vocational education talent training concept

Under the background of the era of artificial intelligence, the talent training concept in vocational colleges is still in the dilemma of "tool rationality" and "value rationality", which is mainly reflected in the contradiction between "use-oriented" and "people-oriented". Since the 1980 s, AI has made great breakthroughs in machine learning, common-sense reasoning, and expert systems, and the use of AI can help teachers analyze students' behavioral habits, interests and professional knowledge. With the assistance of intelligent teaching facilities, students can quickly master professional skills and meet the standards of employers. However, over-reliance on intelligent teaching facilities for teaching may lead to the separation of students' low eyes, "virtue" and "technology", teachers and students become a vassal of artificial intelligence, and students become "tools" to use certain machines, rather than "people" with a sound personality. On the whole, the premise that artificial intelligence plays a role in various industries is based on the analysis of big data. However, the student group faced by vocational education has more personalized needs than that faced by general education. Teaching is an interactive process, which requires the teachers' true emotional expression and meticulous observation to judge the students' learning situation. However, due to the limitations of artificial intelligence in the teaching process, the intelligent teaching system can not meet all the requirements of students like the traditional face-to-face teaching, and thus can not promote the development of students' morality, knowledge and technology. Especially in the cultivation of students' professional quality, artificial intelligence is difficult to give full play to its advantages.

(ii) "dislocation" and "dislocation": the long-term

absence of high-end technical and skilled talents

Artificial intelligence technology constantly releases the labor force, especially with the large-scale entry of new technology into the workplace, knowledge-intensive jobs are increasing day by day, which puts forward higher requirements for the new generation of technical and skilled talents, highlighting the relationship between workers and the production equipment used and the whole process of product production. Artificial intelligence has transformed complex information into measurable numbers and data to workers, and intelligent production mode has become the inevitable trend of digital digitalization. Workers are no longer engaged in simple manual labor, and the mechanized and automated process of "production and manufacturing" has gradually become the end of the industrial chain. The "wisdom-centered" production and manufacturing process requires operators to have superb hands-on ability, to use mental skills, hand and brain use, to make accurate and timely responses to intelligent robots or computer electronic display screens and electronic instruments.

(iii) "New" and "old" struggle: the construction of professional education professional difficulties

With the continuous development of artificial intelligence technology and the continuous integration and optimization of industrial institutions, the demand for new positions and new majors also increases. As an employment-oriented vocational education, it must face to the labor market and cultivate enterprise talents, which requires the professional setting of vocational education to adapt to the industrial structure upgrading under the background of artificial intelligence to achieve great development. The problem of professional setting of vocational education can not be handled well, and the specialization, intellectual, thinking and innovative problems of the cultivation of high-end skilled talents under artificial intelligence will also be out of the question.

With the advent of the era of intelligent manufacturing, artificial intelligence has become a key measure to leverage economic growth and enhance the advantages of school development. It is also a breakthrough point to break the bottleneck of professional construction and promote the deep integration of school and enterprises. From the current situation of professional setting in vocational colleges, their professional institutions are not suitable for regional economic development. The real economy has achieved great development, but vocational colleges are still facing the "green" dilemma, enrollment scale is unbalanced, "old" graduates oversupply, "emerging" graduates supply and demand imbalance of transformation and upgrading of industrial transformation and upgrading and the shortage of new majors, and the implementation of intelligent manufacturing strategy and urgent high-end technical and skilled talent shortage is increasingly prominent, the shortage of modern artificial intelligence majors greatly restricts the further development of intelligent manufacturing.

Secondly, the setting of majors has regional areas, and

vocational colleges should be based on the needs of regional economic and social development. Generally speaking, the setting of vocational education is the local government planning of talent needs according to regional economic characteristics and social development, relative with industrial development, and is the organic connection between regional industrial advantages and the advantages of the school itself. However, at present, the majors in vocational colleges mostly waste high-quality resources and lack of regional brand majors, which is not conducive to the formation of dominant majors. For example, most colleges and even the same universities set up nearly the same majors in order to attract students, and the professional name lacks standardization. All of these majors lack strong market and long-term planning, lack of distinctive characteristics, unable to the long-term development of the industry.

3.EXPLORING THE PATH OF THE DEVELOPMENT OF VOCATIONAL EDUCATION UNDER THE THRESHOLD OF ARTIFICIAL INTELLIGENCE

(i)Strengthen the construction of "artificial intelligence" training bases

It is the essence of education to care for the mind, shape quality, improve thinking and promote growth, which is the essence of education. Vocational education must return to the nature of human nature, and must fade the utilitarian brand of the industrial society. When artificial intelligence becomes a memory and thinking assistant, students ' goal of simply acquiring and mastering knowledge to earn money skills will no longer be important. To this end, vocational education in the era of artificial intelligence needs to be "applied to both soft and soft", focus more on cultivating students 'professional quality, cultivate students' independent thinking ability and cooperation ability, and help students accurately position themselves in the future career development road.

(ii) Strengthen the construction and introduction of teachers

Teachers are the main implementation of the teaching link and monitoring, the level of teachers directly affects the quality of student training, the construction of a "number" "quality" vocational education teachers, is comprehensively deepen teaching reform, improve the quality and level of vocational education, is also to promote the sustainable and rapid development of vocational education.

We will strengthen the training of full-time and part-time teachers, expand the proportion of part-time teachers, and optimize and adjust the structure of "dual-teacher" teachers. At the same time to support the reform of the curriculum system and sharing the construction of professional intelligent teaching resource pool, etc., including the construction of teachers, especially the training of professional leaders and backbone teachers, make vocational colleges have a specialized and combination of high level "double division" teaching team, and through demonstration and radiation to drive

the overall optimization of vocational education teachers.
(iii) Opening up emerging majors in accordance with the market

Emphasize the adaptability of professional setting, and take artificial intelligence as the carrier to regularly carry out regular social needs research for the requirements of regional economic development to better serve the regional economic and social development. Compared with the past, in the era of intelligent manufacturing, the cross-vocational migration of talents began to be concerned by the labor market. However, the social phenomenon of single ability structure and poor employment channels are still common. To solve the problem of structural unemployment of vocational college graduates and promote the smooth employment of graduates, the first thing is to ensure that the labor department and the education department maintain a benign interactive relationship. Vocational colleges should pay attention to the synchronization of professional setting and social and economic development, and adjust the professional structure in time.

In the background of artificial intelligence, our vocational education must accelerate the comprehensive transformation of talent training mode, seize the implementation of education priority development strategic position good opportunity, promote the overall improvement of talent training quality, actively respond to the era of artificial intelligence opportunities and challenges, make vocational education to achieve a new leap.

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On the Recruitment of Weifang Primary and Secondary School Teachers from the Perspective of "Involution"

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Abstract: With the deepening and innovation of teacher recruitment reform, in order to further meet the current needs of primary and secondary school teacher recruitment examination, after years of practice and improvement, Weifang written examination questions and many other aspects have changed greatly, lack of unified standards, teaching and recruitment policies have changed, and the problem of "Involution" has followed. This is also a major problem in the recruitment of primary and secondary school teachers in Weifang. Starting from the reality of Weifang, through the analysis of recruitment in different cities, this study tries to find out the causes and Strategies of "Involution", and puts forward a teacher recruitment model suitable for the core literacy of primary and secondary schools.

Key words: Teacher Recruitment; Involution; Primary And Secondary Schools

[1] INTRODUCTION

The term "involution" was developed by Kant, Alexander Goldenweiser, Clifford Geertz, Huang Zongzhi and others. It is a classic theory in sociological research. Put forward and become a hot word on the Internet. Of course, there are also problems of "involution" in the proposition of teacher recruitment, which has a certain impact on teacher recruitment. Weifang Primary and Secondary School Teacher Recruitment Exams are constantly improving in development, and the content of recruitment is also constantly innovating. As far as the recruitment of Chinese teachers in primary and secondary schools is concerned, there are basic education knowledge + knowledge of Chinese subjects, basic education knowledge + public basic knowledge, basic education knowledge + public Basic knowledge + basic teaching skills, teaching plan design and other forms of examinations. This paper mainly analyzes the involution of propositions in different regions of Weifang.

[2] THE SITUATION OF WEIFANG PRIMARY AND MIDDLE SCHOOL TEACHER RECRUITMENT PROPOSITIONS

Basic knowledge of education + knowledge of Chinese. This form of examination has become the most common form of enrollment in recent years, such as Weifang Kuiwen, Shouguang, Qingzhou, Changyi and other places, mostly adopt this proposition form, and Linqu just switched to this method this year. Educational basis tests students' mastery of educational theoretical knowledge, and subject knowledge mainly tests candidates' mastery of professional knowledge of the subject. This kind of

proposition method is relatively scientific. On the one hand, the basic knowledge of education is an examination of teachers' educational knowledge in teaching. It can play an important role in dealing with student crises, communicating with students, and the work of class teachers. On the other hand, the examination of subject knowledge can make it clear whether the teacher has the subject knowledge reserve of the subject, so as to prevent the recruited teacher from being incapable of teaching the subject. When the author surveyed teachers in many places, it was found that a small number of teachers were not qualified for teaching in high schools. High school knowledge is difficult, the teaching speed is fast, and the requirements for teachers are high. Some new teachers cannot use high school lectures, and the overall effect is poor.

Educational basic knowledge + public basic knowledge. Since the implementation of the unified examination in Shandong Province in 2015, this type of examination has been in existence and has been implemented in many places, such as the examination questions in Qingzhou City in 2015 and 2017, and the examination form of Weifang High-tech Zone. In addition to examining the mastery of educational theoretical knowledge, this form of examination pays special attention to examining the breadth of teachers' knowledge, such as legal knowledge, philosophical knowledge, current affairs knowledge, humanities knowledge, etc., and more examinations of teachers' comprehensive knowledge reserve and cultural literacy. It can really detect the breadth and depth of the teacher's knowledge. However, this form of examination also has major problems, and is gradually "abandoned" by many regions. Teachers of different disciplines use the same examination form, unable to examine the professional quality of teachers. It can be assumed that the examination content of different subjects such as Chinese, mathematics, English, physics, etc. are all knowledge independent of the subject, which can teach the subject well. That is to say, there are some teachers who have high scores but are unable to do well in classroom teaching. This kind of examination form is not conducive to the improvement of the quality of teaching in primary and secondary schools.

Educational basic knowledge + public basic knowledge + basic teaching skills. This type of examination is represented by Linqu. Before 2021, the Linqu area is keen to adopt this form of examination. The basic education and public basic knowledge examination points have been briefly explained above and will not be introduced here.

The newer and more special form of examination is the basic skills of teaching. The so-called basic teaching skills test the most basic teaching skills of teachers in daily teaching, mainly based on the software that is often used in teaching, such as checking the basic operations of Excel tables and Word documents, the simple production of PPT, and it also involves the writing of Chinese characters by new teachers. Such abilities, such as Chinese character labeling and pronunciation and Chinese character writing, are all tested from the teacher's basic skills. This form of examination has less examination of subject knowledge and more attention to teachers' basic skills.

Teaching plan design. In the 2021 teacher preparation test, many areas of Yantai only examine the teaching design and examine the teacher's grasp of the teaching design, so as to check whether the teacher has good curriculum design ability and teaching control ability, which can be properly tested. The teaching level of prospective teachers. This kind of examination form is more accidental, and the score is also subjective. It can not accurately see the teacher's teaching design level. At the same time, it can also examine the current popular teaching mode to see if the teacher pays attention to the actual classroom teaching in primary and secondary schools

[3] THE PROBLEM OF "INVOLUTION" IN THE CONTENT OF WEIFANG PRIMARY AND MIDDLE SCHOOL TEACHER RECRUITMENT PROPOSITIONS

The content of the above-mentioned primary and secondary school teacher recruitment examinations is the main examination form in Weifang. Each has its own advantages and many problems. The larger problem is "involution". The specific analysis is as follows.

Different regions have different exam formats, and their preparation directions have their own focus, which increases the difficulty of exam preparation for candidates. As mentioned earlier, Weifang City has a variety of examination forms such as basic education knowledge + knowledge of Chinese language, basic education knowledge + public basic knowledge, basic education knowledge + public basic knowledge + basic teaching skills, teaching plan design and so on. Candidates generally do not only take the test in one area, but take their hometown as the center, and radiate multiple areas nearby. However, there are many different examination formats in neighboring areas, which makes it difficult for candidates to prepare for the test in multiple areas, which will waste a lot of time and energy. This is a manifestation of "involution". The "examination format" presented here is different, which is an aspect of the "involution" of the examination questions. Weifang is a unified whole. The teacher recruitment examination is to select teachers with good knowledge reserves and high teaching level to supplement the teaching team, rather than to compete with each other for each county and city.

In the same test format (such as basic education knowledge + knowledge of Chinese language and literature), there are great differences in the focus of proposition in different regions, and the large difference in test content is also a manifestation of internal paper

problems. Taking Chinese as an example, Qingzhou, Shouguang, Zhucheng, Changyi, Kuiwen and many other regions all select excellent Chinese teachers based on "basic education + knowledge of Chinese", but the content of selection is different. Some areas have subjective questions, and some have only objective questions. There is also a big difference in the content of the Chinese language knowledge examination. The Zhucheng area is mostly for the examination of university professional courses. I personally think that the content of the examination in Zhucheng is more detailed and difficult to prepare for the exam. In Kuiwen, Changyi and other areas, the knowledge of the college entrance examination is often tested, and the difficulty is moderate, but the question types and test points are also different. The test preparation of the same subject is different, and the test paper for the same selection of Chinese teachers is serious. The exam questions in the same area, the same subject, and different years are also very different. The content of teacher recruitment exams in many regions is changing at any time. For example, before 2021, Linqu adopts the form of "educational basic knowledge + public basic knowledge + basic teaching skills". For example, in the Qingzhou area, the content of the examination changes year after year, and the proportions also change from time to time. After sorting out the content of the six-year primary and middle school teacher recruitment examination in Qingzhou area, it is found that the content of the examination is quite different, in 2016 basic education knowledge (20%) + subject knowledge (80%), and education basic in 2017 (70%) + Public basic knowledge (30%), basic education knowledge in 2018 (20%) + subject knowledge (80%), basic education knowledge in 2019 (20%) + subject knowledge (80%), basic education knowledge in 2020 (20%) + subject knowledge (80%), basic education knowledge (20%) + subject knowledge (80%) in 2021. In the six-year examination questions in Qingzhou, only the public basic knowledge was examined in 2017, and the Chinese language knowledge was examined in the remaining five years, accounting for 80% of the total score. However, through the study of the Qingzhou area subject knowledge examination questions, it is found that even though 2016, 2018, 2019, 2020, and 2021 are all examinations of Chinese language knowledge, the proposition angles are also very different. The examinations in 2016 and 2018 are all college entrance examination knowledge + university professional subject knowledge, but the 2018 examination questions are more difficult and the angles of the questions are more detailed. In 2019, 2020 and 2021, all examinations are college entrance examination knowledge, and the status of non-continuous texts is gradually It appears that there have been many reading questions, and the exams in 2020 are also the knowledge of the college entrance examination, but compared to 2019, the 2020 exam points are more comprehensive, and a more comprehensive examination of the types of college entrance examinations has been carried out. In 2021, the content of literary general knowledge will increase in proportion, but this year's examination questions are

relatively simple, which is equivalent to the difficulty of the high school entrance examination. Exam preparation in the same area also has such a large internal friction, and the internal examination problem has seriously affected the candidates' thinking about examination preparation.

From this point of view, the content of the annual examination in different areas of Weifang City varies greatly, even in the same area in different years. The author believes that complicating simple issues is also an "involution" phenomenon. There are too many questions in the teacher recruitment examination, but the candidates can't do everything in preparation for the examination. Changing the ideas of the questions often can't improve the quality of the proposition or increase the comprehensiveness of the examination knowledge. On the contrary, the candidates can't find their brains in preparation for the examination, and the proposition teachers can't find their brains in the direction of the proposition. It takes a lot of twists and turns, takes time and effort, and complicates simple problems, This has resulted in the "Involution" of the examination questions.

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Application Of Folk Art and Culture In Children's Art Education

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Abstract: As the expression form of traditional culture, folk art highlights the aesthetic characteristics and spiritual qualities of human beings. The application of folk art to children's art education can stimulate children's interest in learning art knowledge, help children's aesthetic consciousness, and also improve children's humanistic quality and art quality. By analyzing the significance of folk art in children's art education, we can further explore the effective application path of folk art in children's art education, aiming to provide some reference for the development of art education.

Key words: Folk Art; Children's Art; Education Application

1. THE SIGNIFICANCE OF FOLK ART IN CHILDREN'S ART EDUCATION

With the continuous improvement of Chinese cultural soft power, some aesthetic elements bearing the national history and cultural characteristics receive more and more attention. As an important part of traditional national culture, folk art contains profound cultural accumulation and has rich forms of expression, which is very suitable for use to cultivate children's aesthetic ability and cultural identity.

(i) It is conducive to enriching the teaching content

Traditional children's art teaching only relies on an art textbook, and teachers usually adopt the teaching method of "full hall irrigation" and "full word hall". Due to the obstruction of teaching concepts and teaching methods, teachers and students have no deep understanding of art teaching, which leads to the current children's art teaching becoming a mere formality. Folk art is the crystallization of the wisdom of Chinese workers and the cultural accumulation of China over the past five thousand years. It exists in people's lives in various forms, and in the field of art, it is mainly reflected in stickers, paper cuts, shadow puppets, ceramics and wooden handicrafts. The existence of these artistic elements all gives people a kind of enjoyment of beauty, and all gather the shadow of fine art. Therefore, folk art is the foundation and inspiration of the current teaching and creation of fine art. Due to the different forms, various methods and rich materials of folk art, integrating it into the current children's art teaching can greatly enrich the content of teaching, change the traditional monotonous teaching mode, and then improve the effectiveness of children's art teaching.

(ii) It is conducive to stimulate children's interest in learning

Because the traditional art teaching method is too rigid and boring, the teaching method only relies on textbooks or uses some templates for teaching. In the process of learning, children can not experience the fun of art learning, and then lose their interest in art learning. Folk art is rich and colorful, ever-changing, which can meet children's curiosity from different perspectives, and stimulate children's desire to learn. At the same time, various forms of folk art modeling provide more imagination space and stimulate children's imagination. Therefore, folk art can, to a large extent, stimulate children's interest in learning and make children full of vitality in art learning through the characteristics of children's interest in art learning.

(iii) It is conducive to improving children's artistic literacy

The ultimate purpose of art learning is to improve children's aesthetic ability and art quality, and then improve children's humanistic quality, so as to play the role of art teaching. Introducing folk art into children's art teaching, we can not only let children fully understand the traditional Chinese art and culture, but also understand folk art, in various folk art to improve their own art quality, improve children's aesthetic ability, so that children's comprehensive ability has been improved.

2. THE APPLICATION OF FOLK ART IN CHILDREN'S ART EDUCATION

Establish the correct concept of children's art education
Art teachers should pay attention to the value of folk art in children's art education. First, teachers should pay attention to changing the concept of art education, strengthen their own grasp of the development background, characteristics, skills and other knowledge, and provide a foundation for the children's art education classroom integrated into folk art. Secondly, teachers should carry out the aesthetic popularization education of folk art to children, and guide children to grasp the aesthetic law of folk art imperceptibly, so that students can form the internalization of the aesthetic knowledge of folk art. For example, teachers can carry out facial makeup theme exhibition in children's art education to popularize the historical background and art form of folk art to children, so that students can consciously realize the inheritance of culture under the infection of folk art. Thirdly, teachers should highlight the main position of children in children's education, so that

children can give play to their subjective initiative in group writing, group discussion and independent study, independently explore the value of folk art, and experience the changing aesthetic characteristics of folk art in the process of development. Finally, teachers should strengthen the interpretation of the connotation of folk art, and guide children to experience the moral concepts contained in folk art.

(ii) Expand the forms of art education that reflect the value of folk art

Children are in the primary stage of physical and mental development, and are still in a relatively passive position in accepting knowledge, thinking formation, psychological growth and other aspects. Therefore, art teachers should change the education mode, and should not limit children's art enlightenment education to imitation teaching. To be specific, teachers can innovate the form of children's art education and apply a variety of folk art to children's art education. Teachers can move the art classroom to outdoor, through the natural flowers and plants, streams, animals let children feel natural beauty, can also be the folk handwork such as clay sculpture, tie-dye, grass and other children popular folk art into the classroom, can let children enjoy different areas of folk music and dance art, with a brush to describe their feelings.

(iii) Stimulate children's interest in the exploration of folk art

Folk art is closely linked with folk life. The children's art education should guide children to explore their books and seek sources, and stimulate and guide children's thirst for knowledge. First, teachers can carry out theme teaching activities to guide children into their families through the form of treasure hunting. An ancient wooden comb, vivid paper-cut and so on can become an important resource for children's art education. Through this form of treasure hunting, children are able to independently discover the existence of folk art in their life. Secondly, teachers can lead children into the life of folk art inheritors, and strengthen children's learning of the birth and development background of folk art. Teachers can organize children to visit the workplaces of folk artists, so that children and folk artists can make clay sculptures, bamboo baskets and sugar people together, so that children can experience the production process of folk art works through personal practice, so as to have a deeper understanding of the traditional folk culture.

(iv) Improve the creative potential of children to integrate folk art

The application of folk art to children's art education should not only imitate in a fixed mode, but innovate, expand and breakthrough in folk art on the basis of the original form, so that children can give full play to their creative potential in art education. First, children's art education should focus on the inheritance of folk art.

By guiding children to copy and copy folk art works, teachers let children personally feel the conception, creation and production process of folk art, and experience the mystery of folk art conception, exquisite composition, changeable modeling, and bright color in practice. This process helps it to absorb the essence of folk art and realize cultural inheritance. Secondly, integrate children's self-creation into the folk art teaching. In the process of using folk art elements to conduct children's art education, teachers should make children realize the reorganization, innovation and creation of folk art on the basis of absorbing the essence of folk art. Finally, in terms of choosing teaching content, teachers should meet the needs of children, so that children's creation can reflect the elements of The Times on the basis of absorbing the essence of folk art, and promote the improvement of children's innovation and creative ability in art education.

(v) Strengthen the cultural confidence in folk art

Folk art was originally a means of living for the majority of working people. From its birth to perfection, on the basis of meeting the basic needs of folk life, folk art has realized the high degree of artistic, material and spiritual unity. Therefore, when teachers apply folk art to children's art education, they should fully explore the spiritual quality contained in folk art, and convey the true, goodness and beauty of folk art to children. Folk art works such as opera, historical allusions, myths and legends, usually with the help of aesthetic culture to promote loyalty, filial piety, virtuous and virtuous, selfless dedication, and convey excellent cultural value. In the process of introducing folk art into children's art education, teachers must pay attention to the spiritual education of children, realize the education of children's moral ideas and aesthetic concepts through folk art, and promote the improvement of children's character in the process of cultivating children's artistic quality.

3. SUMMARY

In children's art education, children's thinking should not be replaced by adult thinking, and adult's painting theory to guide children to painting, let alone painting exhibition and competition as the goal of children's art education. Should fully affirm and respect the particularity of children's art, based on and learn from the national culture, guide them more dialogue with folk art, understand its unique artistic expression, intake nutrition, guide children to feel the artistic beauty in life, improve aesthetic cultivation, create their own unique, more artistic value painting, also for its future inheritance and develop national culture and into the multicultural art world to lay a solid foundation.

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Analysis Of the Long-Term Mechanism of School-Enterprise Collaborative Education in Institutions of Higher Learning

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Abstract: Through the investigation, it is found that there are still some problems in the school-enterprise collaborative education mode of animation majors in colleges and universities. The long-term mechanism of school-enterprise collaborative education has not been established, which affects the practical teaching quality of animation major, and then the cultivation of animation majors on talents. This paper analyzes the problems existing in the mode of school-enterprise collaborative education in animation, and expounds the long-term mechanism construction strategy of animation education.

Key words: Institutions Of Higher Learning; Animation; School-Enterprise Collaborative Education

1. ANALYSIS OF THE PROBLEMS EXISTING IN THE SCHOOL-ENTERPRISE COLLABORATIVE EDUCATION MODE OF UNIVERSITY ANIMATION MAJOR

Although certain progress has been made in the school-enterprise cooperation education model, it has not achieved the expected effect, and the school-enterprise cooperation education model is still stuck in the superficial stage. The current situation of animation major is that although some college teachers have high education and rich teaching experience, the practical experience is weak, the practical ability of animation graduates is weak, and the employment situation is affected. However, it is difficult for relevant enterprises to recruit satisfactory talents, and "difficult employment" and "difficult recruitment" coexist.

(i) The animation major in universities faces difficulties in carrying out school-enterprise collaborative education

Although the university animation major has always advocated the school-enterprise collaborative education, but the relevant work is not deep enough. In fact, although college teaching managers have measures to encourage teachers to participate in enterprise practice, invite enterprise personnel to participate in teaching design, and pay attention to the cultivation of students' practical ability, after all, the existing situation can not be changed overnight. First of all, teachers are busy with teaching work, participate in enterprise practice can only be carried out in teaching, in order to not affect the normal teaching work, some teachers with more workload can no longer separate to the enterprise to complete the practice. Second, colleges and universities hire enterprise front-line personnel to participate in teaching to make up for the deficiencies in practical teaching, but the front-line personnel of enterprises still have the tasks of enterprises

to do, and do not experience much in-depth participation in teaching. Third, although the top-level decision makers in colleges and universities intend to improve the situation of school-enterprise cooperation, the specific work needs to be connected with enterprises by people who understand professional teaching, while those who connect with enterprises do not have the power to make decision-making, and universities face difficulties in multi-party communication.

(ii) Enterprises have little enthusiasm to participate in school-enterprise collaborative education

The practical research found that the enthusiasm of enterprises to participate in the school-enterprise collaborative education mode is not high. Some enterprises believe that the school-enterprise collaborative education mode not only requires the enterprise to invest a lot of energy, but also does not provide very direct benefits for enterprises, mainly on cultivating school talents. The leading party of the school-enterprise collaborative education mode is institutions of higher learning, etc. They do not pay attention to the talent training opinions put forward by enterprises, and the final training talents may not be used for enterprises. Moreover, enterprises take profit as the ultimate goal, and in the collaborative education with universities, enterprises find it impossible to achieve rapid profits. Therefore, some enterprises have lost their confidence to cooperate with universities, and some enterprises are even resistant to the cooperation with schools.

2. CONSTRUCTION STRATEGY OF THE LONG-TERM MECHANISM OF SCHOOL-ENTERPRISE COLLABORATIVE EDUCATION IN ANIMATION MAJORS

(i) Colleges and universities should constantly improve the mode of school-enterprise collaborative education

Institutions of higher learning should constantly improve the mode of school-enterprise collaborative education, First of all, Institutions of higher learning shall sign priority employment contracts with enterprises, Give priority to conveying talents to enterprises, In this way, enterprises will increase the attention to school-enterprise cooperation; Secondly, Leaders in universities should also deepen their attention to the school-enterprise collaborative education model, Give the green light for the development of the long-term mechanism of school-enterprise collaborative education, Reform confidence can be established through rapid development, So as to improve the long-term mechanism of collaborative education; Finally, Because the animation professional is

very practical and artistic are very strong. Therefore, Institutions of higher learning may establish offices specialized for school-enterprise cooperation. The relevant offices will deeply study the teaching needs of the animation major, And add relevant teaching equipment for school-enterprise cooperation, It lays a foundation for the long-term development of the school-enterprise cooperative education model.

(ii) The government should strengthen its support for the school-enterprise collaborative education model

The launch of the school-enterprise collaborative education model is also a strategic plan to respond to the government to carry out quality education. Therefore, the government should strengthen the support for the school-enterprise collaborative education model. We can promote the cooperation between schools and enterprises by introducing a series of relevant policies. At the same time, the government can also provide some preferential conditions for enterprises that implement the school-enterprise collaborative education mode, so that enterprises can better invest in the cooperative education work under the guidance of the government. China has always taken the line of a socialist country with distinctive characteristics, and governments at all levels actively support the development and reform of education. Teaching reform led by the government will receive more and more attention. Of course, when the government issues policies, the government should also strengthen the supervision of the school-enterprise cooperation education mode, so as to ensure the effective development of the school-enterprise cooperation education mode, and avoid some schools and enterprises perfunctory in response to the call of the government.

(iii) Colleges and universities may jointly establish training bases with enterprises

In addition to the actual difficulties of schools and enterprises, school-enterprise cooperation is superficial, and may even be "two scattered" at any time. There is another important reason is that the base is not built by schools and enterprises. Therefore, colleges and universities can have in-depth consultation with enterprises to jointly establish a training base that meets the needs and scale of universities and enterprises. In this way, school-enterprise cooperation does not need to occupy the business premises of the enterprise, and can provide personnel and venues for the enterprise, which has a certain temptation for the enterprise. Throughout the whole process, Colleges and universities should pay attention to the key points: First, Schools should conduct in-depth communication and communication with enterprise leaders, Discover that the business needs to, According to the opinions of the enterprises, Constantly adjust the school-enterprise collaborative education mode, In this way can we promote the improvement of the school-enterprise collaborative education model; Secondly, Institutions of higher learning can purchase a batch of advanced equipment for enterprises, Relevant equipment shall be used by students, This way, businesses can quickly gain tangible benefits, Will also strengthen the importance to the school-enterprise cooperation mode;

Again, Institutions of higher learning can invite outstanding corporate talents, Explain the relevant practical experience to the students, Although the animation major has a strong artistry, However, practical experience from predecessors is still important to students' development; Finally, When the school signs a priority employment contract with the enterprise, The enterprise can join the talent standard in it, Cultivate talents according to the needs of enterprises, Not only can it improve the employment rate of talents, At the same time to promote the continuous development of animation major.

(iv) Strengthen the contingent of dual-teacher teachers

Institutions of higher learning can be appropriate school-enterprise collaborative education mode teaching effect linked to teacher bonus, in school-enterprise collaborative education mode excellent teachers give priority promotion opportunity, so that teachers can have more enthusiasm in school-enterprise collaborative education, take the initiative to improve the teaching concept and teaching mode, promote school-enterprise collaborative education long-term mechanism. Specifically, first of all, colleges and universities can hire some animation experts to give lectures to help teachers understand advanced animation knowledge, so as to constantly update teachers' professional frontier knowledge; secondly, to improve some animation teachers with strong theoretical knowledge and insufficient practical ability, the school can encourage teachers to visit and visit more enterprises. In order not to conflict with teaching work, combined with the characteristics of animation major, teachers can consider online participation in enterprise practice, enhance their practical ability, and also get enterprise salary and school rewards, can kill two birds with one stone. Finally, universities should encourage teachers to participate in research topics related to animation professional creation, can constantly improve the understanding of animation professional practice, so as to improve the effectiveness of practical teaching and promote the formation of the long-term mechanism of school-enterprise collaborative education.

(v) Using information technology to expand the width and breadth of school-enterprise collaborative education

Colleges and universities can use the powerful data resources contained behind the Internet to better carry out school-enterprise cooperation. Help teachers and students in animation to expand their horizons and understand the dynamics of the industry, so as to constantly improve their practical ability and innovation ability. First, universities and enterprises can jointly develop a real simulation platform, where students can complete the simulation platform or improve the practical ability. Secondly, animation major has strong artistic quality with relatively little employment space and employment scope. In order to broaden the employment scope of animation students, the school can cooperate with multiple enterprises, so as to understand more enterprise information and expand the scope of student employment selection. The author found that the demand for animation major in the developed areas of China is higher. Therefore, the school tries to

choose to cooperate with enterprises in developed areas, timely understand the latest development trends of these enterprises, and timely adjust the way of talent training according to the development trend of enterprises.

3. CONCLUSION

Animation major belongs to a very practical discipline. Therefore, the school-enterprise cooperation education mode is crucial to student development. Institutions of higher learning need to deepen their understanding of enterprises and constantly update the school-enterprise cooperation education mode, so as to increase the recognition of enterprises to the school-enterprise cooperative education mode. The government should also take certain measures to promote the establishment and development of a long-term mechanism for school-enterprise cooperation. Although the long-term mechanism of school-enterprise cooperation and

education is still very prominent, but with the continuous attention of the government, enterprises and universities, the relevant problems will be gradually solved. This advanced mode of integrated teaching will have more and more broad development prospects, bringing more opportunities and possibilities for the development of education.

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Exploration on the Path of the Talent Training Model based on “Production-Competition-Education” Integration in Higher Vocational Education

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Abstract: Taking skill competition as a carrier, the talent training model based on “production-competition-education” integration can break through various constraints, such as obvious boundaries between industry and education, insufficient school-enterprise cooperation, and inadequate combination of work and learning, and it will be conducive to effectively implementing curriculum reforms and promoting school connotation construction. By investigating the status quo of the integration of “production and education” in most vocational schools in China, as well as the theoretical research and practical exploration of the development of vocational education curriculum, the author came up with a path conception of constructing a training model featured by “production-competition-education” integration, which will construct an overall structure for the teaching process, teaching space, teaching team, teaching curriculum, and teaching methods.

Keywords: Production-Competition-Education; Talent Training Model; Path

1. THE STATUS QUO OF THE “PRODUCTION-COMPETITION-EDUCATION” TRAINING MODEL IN HIGHER VOCATIONAL EDUCATION

It is pointed in “*GUOJIA ZHONGCHANGQI JIAOYU GAIGE HE FAZHAN GUIHUA GANGYAO (2010-2020)*” that the key content of modern vocational education is to build the strategic goal of modern vocational education and form a vocational education system. In 2019, the State Council issued “*Implementation Plan of National Vocational Education Reform*”. It is clearly stated in the opening chapter that “vocational education and general education are two different types of education and they have the same important status”; vocational education is not a supplement when learners cannot continue to receive general education, but one of a variety of educational paths for them to choose. However, it is not enough to “know” and “understand” national policies is not enough. Many higher vocational colleges in China have experienced the localized development of vocational education to the systematic development, and they have made active theoretical analysis and practical attempts in the talent training model.

(1) The initial idea of the concept of “production-competition-education”

At the beginning of the 21st century, higher vocational colleges have been vigorously developed in China as a

new form of higher education, but the connotation construction, especially the curriculum construction that reflected the characteristics of vocational education, lagged far behind the entity construction of schools. Many higher vocational colleges were basically upgraded from the merger of multiple technical secondary schools. Although they had been equipped with the hardware facilities for higher vocational education, they still carried the connotation of technical secondary school, which was also a common problem faced by higher vocational colleges at that time. In order to promote the development of higher vocational colleges, China has carried out various projects, including the construction of demonstration higher vocational colleges, the construction of high-quality schools, the construction of the “SHUANGGAO JIHUA”, and so on. The purpose is to promote the development of vocational education characteristics in higher vocational colleges through the construction of school projects, and realize the transform from the localization of individual schools to the systemization of vocational education. Higher vocational colleges that have a certain foundation for development also generally started from the establishment of demonstration projects. They experienced a series of comprehensive reforms of “integration of production and education, and school-enterprise cooperation” from the construction of high-quality schools to the construction of “SHUANGGAO” schools. By using the skill competition as a starting point, they broke through the constraints of obvious boundaries between production and education and inadequate integration of work and learning, so as to effectively implement curriculum reforms and promote the construction of the schools' connotation. The concept of “production-competition-education” integration is a beneficial supplement and practical proof of the concept of “production-education” integration in vocational education.

(2) The development history of the “production-competition-education” model

The core goal of talent training model featured by “production-competition-education” integration is the gradual reform of curriculum construction. Since its development, curriculum construction has experienced a comprehensive transform from modularized curriculum to cultivating comprehensive professional abilities, and the addition of the element “competition” has promoted the enthusiasm of teachers and students. Teachers have

changed from the previous method of selecting and piecing courses to develop courses actively and spontaneously. Teachers have changed traditional

teaching methods, while students have also changed their learning attitudes, becoming more active and active.

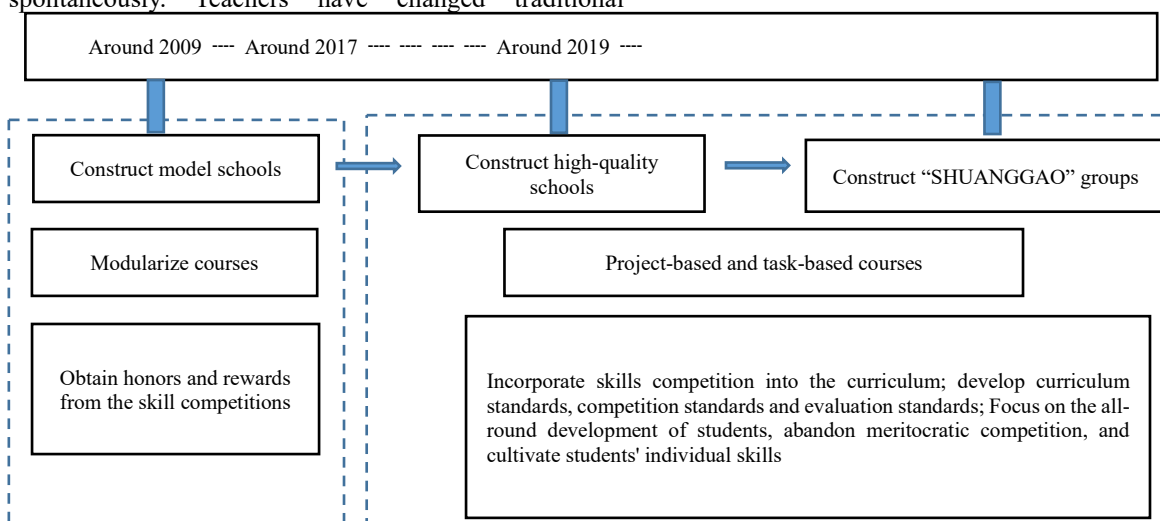


Figure 1 The development history of “production-competition-education” model

(3) The theoretical foundation of the concept of “production-competition-education”

The advantageous condition for the implementation and promotion of the talent training model based on “production-competition-education” integration is that vocational education, exists on the basis of obtaining a foundation of knowledge theory as a type of education^[1]. That is, the knowledge it wants to spread is an independent type of knowledge. The proposal and demonstration of “production-competition-education” is very independent of vocational education knowledge, and fully reflects the characteristics of “integration of production and education” in vocational education. Secondly, the attributes of technical knowledge determine the structure and operation of the model of “production-competition-education” integration. The formation process and sources of technical knowledge are complex and diverse^[1], which is closely inseparable from the systematic development of vocational education. As General Secretary Xi Jinping emphasized at the National Vocational Education Conference, it is necessary to optimize the positioning of vocational education types, deepen “the integration of production and education and school-enterprise cooperation”, accelerate the construction of a modern vocational education system, and cultivate more high-quality technical talents and skilled craftsmen. Vice Premier Sun Chunlan also pointed out the need to integrate the design of secondary, higher vocational and undergraduate vocational education training systems, deepen the reform of the “SANJIAO (teachers, textbooks and teaching methods)”, and comprehensively educate people through the “post-course-competition-certificate” to improve the quality of education.

2. THE PATH OF THE “PRODUCTION-COMPETITION-EDUCATION” TRAINING MODEL IN HIGHER VOCATIONAL EDUCATION

(1) Design a research model that emphasizes both theory and practice, strengthen the “competition” element, and catalyze the in-depth integration of the

teaching process and the production process

The first is to scientifically design the theoretical research framework according to the three-step logic. The first step is to define the connotation of “production-competition-education”, the second step is to build the integration model of “production-competition-education”, and the last step is to build the integration mechanism. Secondly, it is necessary to firmly test the practice results, revise and implement the talent training plan, develop and apply a professional (group) curriculum system based on “production-competition-education”, and establish and operate a three-level skill competition system on this basis. There is also a need to change and adapt to the reform of the “teaching method” and “learning method”, improve and optimize the teaching field based on “production-competition-education”, evaluate and achieve the training goals and graduation requirements based on “production-competition-education”. And the final purpose is to effectively solve the problem of in-depth integration of production and education. The “production-competition-education” model is a talent training model with the characteristics of vocational education. The implementation of this training model in vocational schools is generally based on practice and experience, lacking academic research and guidance and without in-depth theoretical research of the curriculum. This is also a common problem in vocational colleges.

(2) Create an all-time-space three-dimensional teaching space to promote the effective operation of the teaching system under the integration of “production-competition-education”

All-time-space refers to the use of big data technology for the entire process of teaching, learning, and training for all teachers and students to collect large amounts of data in a continuous and panoramic view of time and space, and to use multiple data analysis to conduct in-depth mining and value judgment of data information. The three-dimensional teaching space refers to the construction of an intelligent space environment for teaching and learning

based on the “third space” theory, PST framework and the technology architecture of intelligent learning space, which adds the element “competition”; compared with traditional course teaching, three-dimensional teaching is more diverse and more intelligent, and it integrates teaching objectives, teaching content, teaching methods and teaching evaluation into a closed loop which can be improved continuously [2].

(3) Build a teaching innovation team and open up two-way circulation channels for school-enterprise personnel

It is significant to give full play to the driving force of related policies, formulate a rotation training system for teachers' practical ability and a master studio system, introduce enterprises and industry experts, and build a platform for “production-competition-education” integration. At the same time, the competition studio should be established to attract talents. On the one hand, there is a need to deconstruct skill points, reconstruct skill groups, develop competition projects, and develop courses according to typical product standards. On the other hand, schools should cooperate with enterprises to carry out deliberate training and teaching mode reforms around typical products to help teaching and learning to learn from each other. It is necessary to create a mixed teaching team composed of “double-position teachers”, and rationally hire off-campus tutors. Opening up the two-way flow channel of school-enterprise personnel can make the number of “double-position” teachers sufficient; and the obvious improvement of the “double-position teachers” structure can effectively solve the problem of the two-way flow of teachers from school to enterprise and the professional practical ability [3].

(4) Construct a curriculum system of "integrated solutions" to achieve the adaptation of curriculum settings to job requirements

Higher vocational colleges should develop a teaching resource library covering typical tasks and typical competitions, and build a digital and three-dimensional “cluster module” curriculum system with full coverage of competition elements. It is necessary to use multimedia technology, big data technology, information network technology and other means to create a three-dimensional teaching space that integrates production fields and competition fields, so as to promote the development of teaching methods in the direction of being ubiquitous, personalized, and full-time and full-space. It is feasible to create a second classroom that integrates craftsman culture, competition culture and campus culture, such as creating skills competition clubs, competition master studios, and guiding students to conduct extensive professional practice and competition activities. The second classroom will help supplement students' soft power in term of comprehensive professional ability and integrate teaching goals, teaching content, teaching methods, and teaching evaluation into a closed loop which can be improved continuously, thereby realizing a full-time teaching ecology [4].

(5) Promote the active transformation of “teaching method” and “learning method”

In the process of deepening the “production-competition-education” integration, teachers' teaching methods and students' autonomous learning models have undergone tremendous changes. Teaching with skill competition as a typical task has become the core of school curriculum construction. Vocational schools can fully explore the curriculum design of “solving complex problems” and “designing integrated courses” by implementing action-oriented, project-based and contextual teaching methods, and develop unique teaching methods and courses for students to explore independently. Vocational schools also set up virtual simulation centers, skill competition training centers and productive training bases in terms of hardware strength construction of infrastructure construction, which can not only provide learning space for students to explore independently, but also greatly promote teachers' enthusiasm in “teaching” and students' initiative in “learning” in terms of emotion and attitude.

(6) Implement the evaluation system of “three certificates” to continuously improve students' technical skills

The “three certificates” refer to professional certificates, competition award certificates, and academic certificates. Regarding the types and levels of competition certificates as the highest standards for evaluating the quality of talent training, vocational colleges should establish an evaluation system of “professional certificate, competition award, and academic certificate” based on the theory of humanistic learning and multiple intelligences. On the one hand, it is need to integrate competition standards into talent training specifications, and promote the effective connection between talent training standards and evaluation standards. On the other hand, schools should recognize “category credits” and “level credits” according to the categories and levels of competition awards and professional certificates. The exchange method of “equivalent accommodation” can be used to allow students to exchange certificates for credits, forming an evaluation mechanism of “competitions” leading students and “competitions” for exams, and realizing the integration of “post-course-competition-certificate” [5].

3. CONCLUSION

The implementation of the talent training model based on “production-competition-education” integration in higher vocational colleges can effectively solve many existing problems. For examples, students are not skilled; the quality of the “double-position” teachers is not high enough, and the circulation of schools and enterprises is not smooth; professional teaching standards, curriculum standards, internship standards, training conditions construction standards and other professional teaching standards are out of touch with professional skills standards and professional competition standards; traditional teaching methods, project training and task-based teaching methods have not been effectively changed; the subject and form of teaching evaluation are “singularized”.

Higher vocational colleges can achieve certain results through effective exploration in the theory and practice of the talent training model based on “production-

competition-education” integration. However, it needs policy support and institutional guarantees at the national level to continuously improve itself in long-term practice and under the guidance of theory. How to effectively integrate the production process and the teaching process to cultivate skilled talents who can meet the needs of the post and have professional abilities is an important task of current vocational education. Therefore, the effective integration of “production, competition and education” has important research significance.

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Research on the Path to Improve the Quality of Student Party Member Development in the New Era

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Abstract: In the New Era, students are facing the impact of various network information, due to the reception of their information and discrimination ability is quite different, it is easy to make the student's thought and behavior have the deviation, to the later growth and the development is extremely disadvantageous, therefore must improve the student party members comprehensive accomplishment and the quality. However, there are some problems in the actual teaching and guidance work, which lead to bad effect of implementation, so we can aim at the existing problems and find solutions. This article will analyze the importance of improving the quality of Student Party member development, as well as some problems in the actual work, and study the corresponding solutions.

Key Words: New Period; College Students; Party Member Quality; Promotion Path

1. THE IMPORTANT SIGNIFICANCE OF IMPROVING THE QUALITY OF STUDENT PARTY MEMBERS.

Research Introduction: Party member work during the student period is an important component of the Party organization, which has a greater impact on the future development of the party, in the face of the increasingly complex social environment, students will be printed by various factors, leading to behavior mistakes. However, in the process of cultivating and developing student party members, there are not strict requirements for related ideas and quality, and there are no restrictions on quantity, as a result, the overall quality of the Party members who have developed is relatively low. From this, it can be seen that the requirements related to the management and development of the state are not suitable. Therefore, changes should be made and corresponding standards should be formulated in the direction of the party members' development, in the later period, we should strengthen the comprehensive training of all aspects to improve the quality.

Development for our country is that the Communist Party leads the broad masses of the people to make a fortune and guarantees the backbone of the country's stability in the face of the ever-changing complex situation at home and abroad, recognizing the importance of being a leading role model for party members, and then learning and changing in a timely manner according to their own characteristics and shortcomings, as well as the relevant state policies that clearly indicate the importance to be attached to student party membership development, it is an important way to

improve the comprehensive ideological level of the Party organization to introduce excellent talents into the work. It is also the basis for training a group of high professional and high-quality talents, so as to play the greatest role in all Party work. Through their own leading behavior, students' behavior can be standardized and restrained, and good values can be set up, this is also the focus of the students' ideological work.

2. ANALYSIS OF THE PROBLEMS EXISTING IN THE DEVELOPMENT OF STUDENT PARTY MEMBERS IN THE NEW PERIOD

(1) the development of the Party members in the student period in terms of the development standards and the contents of the assessment mainly in accordance with the relevant policies and regulations of the state, however, in the course of its implementation, it has relied on the subjective impression of the individual, rather than on an objective analysis of the comprehensive qualities of the students, combined with the fact that the conditions applicable to development are too general and not based on the specific situation of the students of the school, to make adjustments in methods, to carry out distinctive selection and development, usually to select those students who have better grades, good credit standing and good organizational ability, lack of actual assessment work, and are easy to lead to all kinds of bad atmosphere, this has a negative impact on students' cognition and emotion. Especially in the ideological assessment of the lack of students, only for the results of the election and development of such party members is of no significance. (2) lack of formalization and supervision of the process in the selection of Party members which is often organized by students themselves and carried out according to their own preferences, and then developed through the application of relevant party members and the introduction of persons, in the absence of a viable democratic electoral process, the process of its development does not have any core, and there is no corresponding training at a later stage, so there is a problem of uneven levels of literacy and thinking.

(3) the great difference between quality and quantity can be seen in the current situation of the development of Party members among students. As for joining the party, the enthusiasm of students is generally high, and the number is gradually increasing and expanding, mainly due to cognitive bias, it is an honorable thing to join the party artificially, to be superior to others, but to do nothing in personal development, as well as the preferential treatment of some party members in society, so that

students see only the benefits it brings, but not clear about their own obligations. With the increase of the number of student party members, it is more difficult to carry out standardized management for the specific examination and inspection work, so that the overall quality of Student Party members is not high.

3. THE IMPORTANT WAYS TO IMPROVE THE QUALITY OF THE DEVELOPMENT OF STUDENT PARTY MEMBERS.

(1) the standardized management of the development and training of party members is mainly the effective control of the number of development of Party members and the integration of relevant State Development Policies and regulations, to formulate the corresponding plans for the development of Party members, and at the same time to proceed according to the principle of individual voluntariness, to select students with good comprehensive qualities and party members; ideas, and to develop and train some special talents in a planned way, then the application for Party membership, the comprehensive assessment of students, to determine whether to be approved, to carry out training. But in accordance with the relevant regulations and standards of the state, a corresponding system of assessment and supervision must be established, the standards for the development and training of Party members must be clearly defined, and inspections must be carried out in their study and daily life in a targeted manner, as well as the determination of the criteria for conducting assessment, in addition, students who are about to enter the category of Party members should be trained and managed according to the relevant standards, to determine the system for the development and training of actual party members.

(2) in the work of developing and Training Party members, we should, in accordance with the different stages and contents of our work, develop a mechanism for party members to present their statements, defend themselves and make comments, which can be carried out on a class-by-class basis, establish corresponding assessment and supervision systems, such as class teachers, counselors, student cadres and party members, and ordinary students:

2.1 Key Party members are mainly students who are trained as key party members to carry out the work of presentation. The specific content of their work seems to be in order to determine the political thoughts and purposes of students who join the party, as well as peacetime study and work, party members; mastery of working knowledge, and so on, and then according to the voting decision of the assessment organization personnel, to determine the comprehensive assessment opinion of the student, the written materials of the assessment shall be handed over to the Party Organization of the school. Those who fail to pass the ballot will be strictly prohibited from joining the Party, and the staff of the relevant Party organizations will talk to the students who fail to pass the ballot, and analyze their existing problems as well as the measures for improvement, access can only be granted when conditions are met.

2.2 To do a good job at the entrance of Party members, students should explain their performance in party

members; ideological work to the relevant organizations and institutions, and then ask questions about their study, work situation, mass basis, and so on, including factual questions and working examples, the organizational system votes on the basis of the results of its statements and responses.

2.3 The management of changing the official position is mainly to answer the questions of the Reserve Party members, to have a thorough understanding of the students; mastery of the party members; ideological work and related knowledge, and to combine all aspects of their performance during the preparatory period, to determine whether or not to grant a transfer. In addition to these contents, it is necessary to objectively analyze and expound the problems and deficiencies in the practical work, and then introduce practical cases related to the ideological work of Party members to put forward targeted problems and solve them.

2.4 The training of Party members is mainly for students who have joined the party, to conduct a comprehensive survey to determine the specific performance and development of Party members during their study and work, and to ensure that their academic and work performance has been in a relatively stable state, and in the overall quality of the improvement, and then according to the overall situation, the training of Party members for the quality and efficiency of objective evaluation, at the same time make adjustments and improvements.

3. strengthen the ideological training of Student Party members,

It is necessary to pay attention to the ideological education and training of students, no matter at what stage of the work, so that students can have a clear understanding of the work of party members; For the existence of doubts and ideological fluctuations in the students, to actively guide and help establish a correct ideological concept. In the high mood before joining the party, we should carry out relevant party member knowledge and thought cognition. Moreover, in the preparatory stage, students should be made clear about the concrete measures and methods of work, and they should be strictly required by the standards of Party members, and their behavior should be restrained and standardized. There is also in the later part of the work of cultivating party members, to firm their party position, and constantly improve their overall quality and play the power, so as to provide better services for other students.

4. CONCLUSION

In the new era, in the face of the impact of various ideas within and outside the society, how to ensure that the students; ideas and values are correct, in carrying out the work of Party membership development, it is necessary to consider its comprehensive aspects, and in the light of the problems existing in the actual work, make adjustments and improvements, at the same time strengthen the training of their party members, make the students firm their working positions and form good political qualities, and then carry out the joint work for the relevant state, cultivate a group of outstanding talents, at the same time help students establish the correct values for their future

development in society, to provide correct guidance, so as to ensure their normal development and progress.

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Research On the External Communication Path of Chinese Regimen Culture Under the Background Of "Healthy China" -- Based On The Perspective Of Cultural Identity

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Abstract: Health is fundamental to people's livelihood, so Our country needs to spread the culture of health preservation, not only to strengthen international exchanges and cooperation, but also to make the global people's health to a new height. This paper will elaborate on the significance of the external communication of Chinese health culture, and then put forward some suggestions conducive to the external communication of Chinese health culture, that is, Chinese medicine health culture, martial arts health culture, health and leisure culture, in order to provide reference for relevant personnel.

Key Words: Healthy China; Health Culture; Foreign Spread

1. INTRODUCTION

China's health culture originated from the Spring and Autumn period and the Warring States Period, and its nature is to build a strong body and prolong life. To modern Chinese culture is endowed with a higher mission, it can not only make people healthy, or to achieve the great rejuvenation of the Chinese nation is an important way, so health culture is very important to the development of our country at the present stage. In order to promote the far-reaching spread of health culture, it is necessary to start from the perspective of the common culture of the global people, so that health culture is well known to all people.

2. THE SIGNIFICANCE OF THE EXTERNAL COMMUNICATION OF CHINESE HEALTH CULTURE

Health culture is the cultural treasure of our country, is the wisdom crystallization formed in the continuous exploration of the ancients, the traditional health culture contains a lot of thoughts, both China's inherent Taoist thought and foreign philosophy, so, this will lay a solid foundation for external communication. Affected by the new era, while developing "healthy China", it is necessary to promote the world to carry out health culture. Under the leadership of "One Belt and One Road" policy, the charm of Chinese characteristic culture and Chinese spirit will be spread to the world, so that more people understand our country and promote Chinese health culture to the world. China's comprehensive promotion of "healthy China", let the culture of health permeate into life, so that foreigners who come to China to travel and live in China can deeply appreciate the charm of Chinese culture, and spread Chinese culture to their own countries or other countries,

so as to promote national construction and development. From the present stage to promote health culture, can make health culture from the space to the form of culture, and then broaden more ways, so as to more convenient to the external dissemination of Chinese culture.

3. THE EXTERNAL COMMUNICATION PATH OF CHINESE HEALTH CULTURE

3.1 Health culture of TCM

Five thousand years of cultural history has produced many medical classics, which also covers the keeping in good health knowledge, such as *huangdi neijing*, its realization to the human body meridian, five zang-organs and REINS in this paper, and the symptoms, causes and interpretation, and then aiming at these problems puts forward the corresponding diagnosis and treatments, it was for people to deepen the understanding of life science knowledge, And laid the foundation of Chinese traditional health culture. Therefore, research can be carried out on the culture of TRADITIONAL Chinese medicine. In order to further deepen the influence of cultural communication in Our country, we can consider the external communication of books on health preservation culture and optimize the translation content, so that the culture of traditional Chinese medicine will not be misunderstood due to cultural conflicts. In the translation of Chinese health culture health concept, we can adopt planning method, so as to help foreign readers to understand Chinese culture more accurately, such as the integration of body and mind, exhale and absorb; In the translation of books related to channels and collaterals, it is necessary to ensure that the nature of medical terms themselves will not change, and the translation is carried out in the form of another statement to avoid misunderstandings. We can also make full use of the convenience of today's network to popularize health culture and build models to explain it with advanced technological means. You can choose to establish text images or make PPT. Through the joint communication of GIF and sound, TCM culture can be better promoted in the world and establish a good image. In the dissemination of health culture, it needs the help of many parties. The academic research of medical scholars and the active participation of the people are effective means to accelerate the dissemination of health culture.

3.2 Martial arts health culture

If you want to let the people correctly set up the concept of martial arts health, need to be popularized in the public, let the people involved in learning martial arts actively

into it, requires its practice, whether learning boxing or taijiquan should be clear fitness health and the importance of cultural heritage; Let ordinary people civil and military annexation learning, can play a strong role in the body. Martial arts health culture involves a wide range of boxing, sword style, so the external dissemination of martial arts health culture from multiple directions, with multiple means to spread is also an effective way to continue our culture. Martial arts culture need to mobilize the whole body, therefore belongs to the category of sports discipline, and the relevant units in the activities of colleges and universities can be as a kind of sport, also can be used when organizing social activities, it makes sports culture and keeping in good health culture organically fuses in together, and let the world learned more martial culture in our country, Thus makes the view of martial arts culture health more deeply popular. Chinese traditional martial arts health can not only keep people healthy, but also be used as a defensive nature, which will become an important form to attract foreign friends' attention and make them like martial arts health culture more. The concept of martial arts health preservation can be fully integrated into the external social, make full use of the power of new media, so that the spread and propaganda of martial arts culture, the introduction of martial arts health preservation culture in foreign exchanges will have a significant social influence. While spreading the martial arts culture to the outside world, we can excavate the historical figures, give full play to the characteristics of a martial arts, highlight the regional characteristic culture, and promote the martial arts health culture to the outside world at the same time can drive the local economic development.

3.3 Health and leisure culture

Health is the basic condition of natural selection, which is of great value to people's life. With the improvement of modern living standards, people's health is not ideal, most of the population is "sub-health", and gradually tilt to the direction of younger. In order to ensure the health of human beings, it is necessary to invest corresponding attention in the health industry to improve the physical health of people at present. Health and leisure refers to the integration of health culture into leisure, through the way of "health and leisure" and then improve people's physical

quality. On the way of travel, people at home and abroad can start from the aspects of diet, self-cultivation and living environment, which is the basic definition of health preservation. If the above points are considered, then people's physical, psychological and spiritual levels will be sublimated, in keeping all the requirements of natural harmony, can prompt people to readjust the state of mind. The diet, heart, environment, etc., can make people enjoy leisure and at the same time can carry out health culture. China can vigorously carry out health tourism projects to mobilize the whole nation to carry out health culture and promote the all-round development of "healthy China". The establishment of health and leisure industry and the integration and development of health and wellness culture can not only promote the development of China's tourism industry, but also let more foreign friends know the knowledge of health and wellness in China, and then promote the deep integration of health and wellness culture with other countries, and will not produce cultural conflicts.

4. CONCLUSION

To sum up, in order to ensure better foreign the keeping in good health culture transmission, need to think, based on the perspective of public identity, whether medical body, or martial arts to keep fit, or tourism and leisure can be fully the keeping in good health culture is blended in among them, make Chinese culture can be absorbed by other national culture and identity. The introduction of traditional health culture in international exchanges can make our cultural inheritance widely promoted.

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Research On Intellectual Property Education in The New Era

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Abstract: Under the background of the new era, the economy and society have undergone obvious development transformation. Innovation has become the theme, innovation drive has become the driving force of social and historical development, intellectual property protection has become a national strategy, and intellectual property education has been put on the agenda. Only when intellectual property education is well done can the intellectual property strategy be well realized, and only through intellectual property protection can the country escort innovation and development and achieve steady and long-term progress. Colleges and universities are the core and most important field of intellectual property education, and there is a long way to go. Therefore, intellectual property education should be fully opened. Professional education and general education should be parallel and comprehensively covered.

Key Words: New Era; Intellectual Property Rights; Universal Education; Innovation To Lead

1.INTRODUCTION

In the 21st century, mankind has entered a new era of knowledge economy. In knowledge economy, knowledge becomes the most important factor among all factors of production. The practice at home and abroad proves that knowledge plays an extremely important role in economic growth. Intellectual property issues have also been raised. General Secretary Xi Jinping has pointed out that "Innovation is the primary driving force for development, and protecting INTELLECTUAL property rights means protecting innovation. To build a modern socialist country in an all-round way, we must better promote intellectual property protection. Ipr protection is related to the modernization of China's governance system and capacity. Only by strictly protecting IPR can we improve the modern property rights system, deepen market-oriented reform of factors of production, promote the decisive role of the market in resource allocation, and better play the role of the government." General Secretary Xi's directive points out the direction for the national INTELLECTUAL property strategy.

The national intellectual property strategy is an overall plan to accelerate the realization of the goal of economic and social development by accelerating the construction and constantly improving the ability of creation, management, implementation and protection of intellectual property, accelerating the construction and continuous improvement of modern intellectual property system, and speeding up the training of a large contingent of high-quality intellectual property talents. The National intellectual property strategy does not only refer to the

development strategy of intellectual property enterprise itself, nor to the protection strategy of intellectual property. It is an extremely important national strategy covering many fields.

This great strategy based on the new era puts forward the problem of intellectual property education. The implementation of intellectual property strategy, intellectual property education is placed in an important position. Only with the universal awareness of intellectual property, the national intellectual property strategy can be realized smoothly.

The emergence of knowledge protection and management, namely the intellectual property system, is an important crystallization of wisdom in the development of human society. It protects knowledge and is the healthy development of human economic and social undertakings. On the one hand, the system needs to keep pace with The Times and constantly update and develop with the changes of economic development times. On the other hand, a large number of talents who understand intellectual property rights are needed to educate the whole people to form the awareness of intellectual property rights. So the education of intellectual property rights, especially intellectual property education in colleges and universities in the view of social development, various universities have established institute of intellectual property rights, set up professional intellectual property rights, the provisions of the state intellectual property day, state intellectual property office is committed to the education of intellectual property rights, etc., for the education of intellectual property rights, accompanying with the national intellectual property strategy.

Intellectual property rights education research in our country, which started in the eighty s, influenced by various factors, for a long period, the intellectual property rights education development progress is slow, until to join the world trade organization, especially a trade war with China, intellectual property issues became the strategy of the national level, has become the social consensus, intellectual property rights education obtained great development opportunity. At present, China has about 3,000 colleges and universities, with more than 30 million college students. After graduation, not only students majoring in intellectual property are specialized talents in intellectual property education, but all college students who have received intellectual property education can become disseminators and practitioners of intellectual property education. There is huge space for IP education. In addition to the professional education of intellectual property, it is ripe time to take intellectual property courses as general education, and intellectual property education still has a long way to go.

To do a good job in intellectual property education in colleges and universities, we should not only deeply understand the current situation of intellectual property education, but also deeply understand the value and significance of intellectual property itself.

2. CONCEPT AND CHARACTERISTICS OF INTELLECTUAL PROPERTY RIGHTS

Intellectual property rights refer to the exclusive rights legally enjoyed by citizens, legal persons or other organizations in respect of intellectual achievements created mainly on the basis of intellectual Labour in the fields of science and technology, literature and art. Intellectual property rights in a broad sense include the rights of: Literary and artistic and scientific works, performance artist performances and recordings and radio programs, in the field of all human inventions, scientific discoveries, industrial designs, trademarks, service marks, and the commodity name and logo, prevent unfair competition, as well as in industry, science, literature and art field all rights as a result of intellectual activities and produce results. In the narrow sense, intellectual property rights only include copyright, patent right, trademark right, name marking right, and the right to prevent unfair competition, but do not include the right of scientific discovery, invention right and other scientific and technological achievements.

The characteristics of intellectual property include the following:

First, exclusivity, namely exclusive or monopolistic sex. The right shall not be enjoyed or used by any person other than the right holder, except with the consent of the right holder or as provided by law. This shows that the exclusive rights of the right holder are strictly protected from infringement by others. Only through "compulsory licensing", "expropriation" and other legal procedures, can change the exclusive rights of the right holder. The object of intellectual property is the intellectual achievements of human beings, neither the person or personality, nor the physical or inphysical things of the outside world, so it can neither belong to personality right nor property right. On the other hand, intellectual property is a complete right, but the interests as the content of the right are both economic and non-economic, so it can not be said that intellectual property is a combination of the two kinds of rights. It is wrong, for example, to say that copyright is the combination of the personal right (or the personal right, or the spiritual right) and the property right. Intellectual property is a kind of complex right with economic and non-economic nature. Therefore, intellectual property rights should stand side by side with personality rights and property rights.

Secondly, regional, that is, only in the confirmed and protected region effective. Unless there is an international convention or bilateral reciprocal agreement, a right protected by the law of a state has legal effect only within that state. Therefore, intellectual property rights are not only regional, but also international under certain conditions.

Third, time, that is, only in the prescribed period of protection. The protection of various rights by law has a

certain period of validity. The length of the protection period may be the same or not exactly the same in the laws of different countries. Only when participating in international agreements or applying for international rights can there be a unified period of protection for a certain right.

Fourth, intellectual property is an absolute right, which is similar to the ownership in real right in some respects. For example, it is the right directly controlled by the object, which can be used, benefited from, disposed of and controlled by other kinds (but without the problem of possession). Have exclusivity; With transferability (including inheritance), etc.

Fifth, intellectual property rights are restricted by law in several respects. Although intellectual property rights are private rights and are recognized as exclusive and exclusive by law, the intellectual achievements of human beings are highly public and closely related to the development of social culture and industry, so it is not suitable for anyone to monopolize them for a long time. Therefore, the law stipulates many restrictions on intellectual property rights.

3. DEMAND ANALYSIS OF INTELLECTUAL PROPERTY EDUCATION IN UNIVERSITIES

3.1 Educational needs of compound talents

After entering the new era, the social demand for talents has a higher standard. Especially at the present stage, all fields in the market have carried out cooperation and exchanges, and international trade has become more and more frequent. Under the international economic development and trade situation, the power of science and technology has been increasingly highlighted. Only by guaranteeing their high content of science and technology can they have higher competitiveness in the market. On the other hand, the competition of science and technology and innovation needs the protection of intellectual property rights. Intellectual property issue has become an important competition content at present. China is one of the countries that started late in constructing intellectual property system in the world, but it is the country with the fastest economic development. This dislocation makes the demand for intellectual property talents more and more intense, calling for universities to bring intellectual property education into the training of innovative talents, quickly train a large number of compound talents familiar with intellectual property, and become the main force of intellectual property education.

3.2 Innovative talents education needs

In the context of social development in the new era, innovation is its theme. It can be said that competition is the competition of innovation and talent. Innovation is a necessary condition for economic and social development, and the results of innovation need corresponding intellectual property protection, which needs to maintain and optimize the environment for innovation. Therefore, the pursuit of innovation in colleges and universities can not be deprived of intellectual property education. As a training base for innovative talents, intellectual property education should be considered in the formulation of teaching objectives, personnel training specifications and

teaching contents. In addition to the establishment of intellectual property specialty, intellectual property education should be regarded as one of the important contents of innovation-oriented talents education, and intellectual property should be regarded as an organic part of the knowledge structure of innovation-oriented talents.

3.3 Educational needs of specialized talents

As mentioned above, with economic development and innovation-driven development, intellectual property has become a national strategy, and the demand for specialized intellectual property talents has increased rapidly, and the training of specialized intellectual property talents has entered the fast lane. Many colleges and universities have established intellectual property majors and intellectual property institutes. However, compared with the actual needs, it is far from enough.

In reality, there are serious trade frictions between China and the United States at present, among which intellectual property rights have always been the main content of trade frictions. China and the United States have had many negotiations on intellectual property rights. To comprehensively open up, deepen the Belt and Road Initiative, and build a community with a shared future for mankind, China needs to engage with the rest of the world, and the issue of intellectual property rights has become a common issue. Therefore, it is a long way to train intellectual property professionals. This also gives the university intellectual property professional development with the excellent opportunity. Higher education should seize the opportunity and make contributions to the national strategy of intellectual property.

4. ANALYSIS OF EXISTING PROBLEMS IN INTELLECTUAL PROPERTY EDUCATION

Looking at the current intellectual property education in colleges and universities, there are still many deficiencies and even problems, which need in-depth analysis and serious solution.

First, the degree of attention is not enough

Some advanced countries attach great importance to intellectual property strategy and concept in education. In particular, Japan set up the Intellectual Property Strategy Department and put forward the slogan of the development of intellectual property. Such a development model reflects the high position of some countries on intellectual property and drives intellectual property education to the forefront of The Times. Looking around the world, intellectual property rights have become a major basis for the economic development of developed countries. In the past 40 years of reform and opening up, China has improved relevant legal provisions such as intellectual property judiciary and administrative protection Law, but the overall awareness of intellectual property in society is still insufficient, especially the government's propaganda and popularization work from the macro perspective, which has not been able to play its role in application. It has not formed a general strong awareness of intellectual property rights, compared with the international developed countries, and the actual needs, the degree of attention is far from the due requirements.

Secondly, education concept is backward

The problem of backward educational idea still exists in the current intellectual property education in China. Under the influence of traditional education concept, making the teaching work is basically adopt the way of knowledge teaching, the idea of innovative talents cultivation is not enough free, way, of the original teaching mode were overthrown, therefore, although teaching reform slogans shouted loud, but fundamentally truly exploration and practice of innovative talents education is far from enough. If education concepts are not solved and ideas cannot be innovated, it will be empty talk to cultivate students' imagination and creativity, and the national strategy of intellectual property rights cannot be put into practice. The present and future competition is the competition for talents, and the core of talents is innovation. It is innovation that drives social progress and history forward. The task of education is to train innovative talents. Therefore, we must keep pace with The Times, firmly grasp the principle of innovation, renew the educational idea, transform the educational thinking, and put the training of innovative talents into practice.

Third, the shortage of teachers

Education needs teachers. Throughout the intellectual property education in Chinese universities, teachers are obviously insufficient. Intellectual property education is a new educational cause, which is not fully prepared. The history and scale of the training of intellectual property senior personnel can not meet the needs of the professional teachers. Many of the existing teachers were transferred from the liberal arts background of the law major. But as a matter of fact, intellectual property is not a pure arts, but urgently needs the support of science and engineering. Therefore, the training requirements of INTELLECTUAL property teachers at GOG are high, requiring a comprehensive discipline background of liberal arts, science and engineering. Therefore, to further develop, there should be more strict requirements on the selection of students for intellectual property graduate education in the future.

This is from the internal requirements of intellectual property education teachers in colleges and universities. In fact, the number of intellectual property education teachers in colleges and universities is still seriously insufficient.

Fourth, the target positioning is low and the knowledge structure is simple

In intellectual property education, the goal is low and the knowledge structure is simple.

Developed countries in the world have done well in this respect, and Japan regards intellectual property education as elite education content. The United States and other developed countries also regard intellectual property as a very important educational content and strive to cultivate compound intellectual property talents. In contrast, intellectual property education in colleges and universities in China at the present stage is generally characterized by low target positioning, simple knowledge structure design, and low requirements for supporting discipline background, leading to low talent specifications, insufficient adaptability, and failing to meet the needs of

rapid national development.

5. COUNTERMEASURES TO OPTIMIZE INTELLECTUAL PROPERTY EDUCATION

5.1 Enhance education awareness, top-level guidance

Intellectual property education should be expanded, deepened and advanced. First of all, ideological cognition should be strengthened to realize the necessity and urgency of increasing educational input. Especially in the implementation of college education, it is necessary to policy makers and promote teachers' awareness of intellectual property rights education work have higher degree, at the same time to increase investment, provides the education material and economic security, the intellectual property rights an important link in the development of the education into the education system, from the top level design can guarantee the work health and sustainable development. In the specific educational work, the importance and particularity of intellectual property education should be fully recognized, and general basic legal knowledge should not be substituted for intellectual property education, but professional education of intellectual property should be ensured. Intellectual property education should be elevated to the same status as some traditional disciplines. Intellectual property should be incorporated into the syllabus and form a compulsory course for students. As a regular subject, students should be comprehensively taught. At the same time, the educational administration department of the university should strengthen the overall planning, supervision and management of intellectual property education, and formulate scientific and reasonable teaching programs. Implement the compilation of teaching materials and courses to ensure the implementation of intellectual property education.

In the implementation of intellectual property education, we should focus on comprehensively improving teaching efficiency and start from the integration and adjustment of teaching resources. In terms of teaching resources, it mainly includes teachers' resources, teaching and research instruments, teaching venues and other resources. It also includes educational resources such as social influence. The level of teachers is always the core factor that restricts the level and quality of education. Schools should make great efforts in the introduction of high-level teachers and on-the-job training of teachers to ensure that high-level teachers carry out intellectual property education.

5.2 Strengthening intellectual property education infrastructure

The development of education must depend on this aspect of input, to have sufficient material security, intellectual property education investment is also obvious. The construction of this major requires the construction of invention patent literature and object collection to help professional learning. This major not only teaches students how to protect intellectual property rights, but also guides and trains students' innovation consciousness and realizes the task of invention and creation. To provide innovative experimental equipment and places to promote students' invention and creation, guide and encourage students to produce invention and creation achievements,

and become living samples of intellectual property protection.

5.3 Broaden education channels

Intellectual property education, which is in line with the national intellectual property strategy, is in urgent need of broadening the educational path, with professional education and general education parallel. It is necessary to comprehensively promote the object of intellectual property education. In addition to expanding the number of intellectual property majors and students, it is necessary to carry out general education on intellectual property in all majors of colleges and universities, so as to comprehensively popularize intellectual property knowledge and implement the talent training of the national intellectual property strategy. As we all know, after entering the new era, the field involved in intellectual property is expanding to infinity, and innovation-driven has become the national strategy and the inevitable trend of historical progress. Patent, trademark and other intellectual property protection has become a common problem. Comprehensive intellectual property education in colleges and universities is inevitable. And, of course, the type of this kind of comprehensive education, it is necessary to hierarchical, professional education and general education each have goals, but pay particular attention to the legal basis of general education and general knowledge education confused or even be replaced, secondly, regardless of the professional education of intellectual property rights, or as a general class of intellectual property rights education needs the combination of theory with practice, We should not go into the traditional legal education and explain the textbook knowledge in the classroom, but reflect the specialty and particularity of intellectual property education.

5.4 Lead by open innovation and update education concept

Intellectual property education is not only a kind of "remedial" education, but also a future-oriented education. The more the society develops and the stronger its innovation, the more it needs intellectual property education. Work carried out by the intellectual property rights education, at the present stage is basically based on the present stage of the intellectual property rights of general knowledge education, the teaching methods in order to make educated, can fully understand the content of the intellectual property law in our country, and take the initiative to consciously in the protection of intellectual property rights work. Therefore, in order to no longer be affected by traditional education, it is necessary to comprehensively update the educational concept and face the future under the guidance of open innovation in the current intellectual property education. In order to make use of the convenient process of intellectual property trial in colleges and universities, forming the efficient protection of intellectual property. Especially in the development of internationalization, under the influence of Internet technology, some infringement behaviors in network transmission cannot be well recognized, which has become an area where courts cannot accurately control.

Under the background of such problems, it provides opportunities and impetus for the innovative development of intellectual property education in colleges and universities. The traditional way of education cannot do anything about it, so education must be future-oriented and innovated. Only by daring to abandon traditional education methods and exploring and carrying out diversified educational work innovatively, can we meet the actual needs of the current society for intellectual property education and correspond to the future. Based on this understanding, it has to be in the talent training objectives, curriculum setting, teaching methods, curriculum evaluation and so on bold reform and innovation as the goal, constantly optimize, closely docking with social reality and the future development, cultivate social need, professional, modern talents, contribute to national intellectual property strategy implemented smoothly.

6. CONCLUSION

Under the background of the new era, both economy and society have undergone obvious development transformation. Innovation has become the theme, innovation drive has become the driving force of social and historical development, intellectual property protection has become a national strategy, and intellectual property education has been put on the agenda. Only when intellectual property education is well done can the intellectual property strategy be well realized, and only through intellectual property protection can the country escort innovation and development and achieve steady and long-term progress.

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My meager opinion about talent concept of Qi State in from the perspective of Jixia Academy

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Abstract: Jixia Academy is not only one of the most important historical contributions of Qi culture to Chinese traditional culture, but also one of the most dazzling and prominent cultural events in the history of Chinese culture. From the process of founding and developing Jixia Academy by the rulers of Qi at that time, we can get a glimpse of the ideas and practices of Qi in dealing with talents at that time, which also has important guidance and reference significance for us in today's development of talents.

Key words: Jixia Academy; Qi's view on Talents

1. INTRODUCTION

Jixia Academy is an important birthplace of a hundred schools of thought in the Warring States period. At the same time, it is not only the earliest national university in ancient China, but also the prototype of the academic exchange center and government think tank at that time[1]. It is known as the earliest think tank in China and even the world, and has important cultural significance in the history of China and even the world. It is still of great guiding significance for the talent work of our country to examine the talent view of Qi under the background of Jixia Academy.

2. THE ESTABLISHMENT OF JIXIA ACADEMY

According to the existing historical data, Jixia Academy was established by Duke Huan of Qi. Its main purpose was to cultivate practical talents and spread knowledge and culture. Of course, it also had the fundamental purpose of Tian's maintaining and consolidating its dominant position. The establishment of Jixia Academy not only promoted the peak of pre Qin schools of thought, promoted the spread of cultural ideas, but also had a significant and far-reaching impact on the development of our ancient ideology and culture.

Jixia Academy has many functions. First of all, it has educational function. Jixia Academy was the most complete and largest institution of higher learning in the state of Qi and even in China at that time. It cultivated talents and spread knowledge and culture. Many teachers and students regularly carried out education and teaching activities here, which has the educational function of general schools. Secondly, it has the function of political consultation. It is a political consultation and think tank full of political color. It is also the earliest Academy of Social Sciences in China. To some extent, it has the epitome of "CPPCC". Finally, it had the function of academic research, and was the academic research center of the Warring States period at that time, because Jixia scholars always expounded their political opinions on the most popular social issues at that time. At the same time, because Jixia scholars belonged to different schools of

thought, different schools of thought often carried out debates on a certain issue, which contributed to the formation of a hundred schools of thought contention, making Jixia the center of the Warring States period The most prosperous academic center.

Jixia Academy was the center of a hundred schools of thought during the Warring States period. Ancient Chinese schools such as Taoism, Legalism, famous scholars, Confucianism, Mohism, political strategists and so on were active on the Jixia stage. They launched academic debates around heaven and man, the origin of the world, the good and evil of human nature, which contributed to the first great emancipation of thought in ancient China, and also had a profound impact on the cultural communication after the Qin and Han Dynasties Far from the impact.

3. FROM THE PERSPECTIVE OF JIXIA ACADEMY, THE CONCEPT OF TALENTS IN THE STATE OF QI IS EXAMINED

From the analysis of Jixia Academy's academic practice, we can get a glimpse of Qi's basic concept of talents at that time.

3.1 People oriented talent awareness

From the prosperity of Jixia Academy, we can find that the monarch of Qi at that time attached great importance to talents, especially the importance of talents in the process of enriching the country and strengthening the people [2]. The reason why Jixia Academy was able to become a cultural and academic exchange center in the warring pre Qin period, and continued to prosper for more than 160 years is closely related to Qi's people-oriented talent consciousness. At that time, the state of Qi was in a period of Fierce wars, but the state of Qi attached great importance to talents. Jixia Academy also reached its peak in this period. On the one hand, the state of Qi attached great importance to talents. Scholars of different schools had their own residences. Jixia scholars could teach and live freely here. At that time, almost all of them lived in Jixia Academy It was the policy of attaching importance to talents and attracting talents from all over the world to Jixia Academy that attracted talents from all over the world to gather, which led to a hundred schools of thought contend here and created the most splendid cultural feast in the history of Chinese civilization. On the other hand, the rulers of Qi gave the scholars good material treatment, which not only gave them different honors, but also provided them with smooth transportation, superior living conditions and rich salaries, so that they could concentrate on their academic research without worries. At the same time, they also gave them lofty political treatment, who would like to come to Jixia Academy After inquiring about the visiting scholars' political opinions, academic level,

social reputation and apprenticeship, the king of Qi often conferred different grades or titles according to different grades. For example, in the reign of King Xuan of Qi, the king of Qi conferred "Keqing" according to different grades of scholars "At the same time, the king of Qi would actively consult relevant scholars on major political and diplomatic issues, and let them participate in diplomatic activities and the formulation of various state affairs and national rules and regulations, which also reflected the high political treatment enjoyed by scholars.

3.2 The consciousness of respecting teachers and valuing education

From the perspective of Jixia Academy, Qi's view on talents is not only reflected in the people-oriented awareness of valuing talents, but also in their distinct awareness of respecting teachers and education [3]. The state of Qi attached great importance to students' respect for teachers and related etiquette, and attached great importance to the cultivation of students' code of conduct. In the period of Tian, in order to achieve the purpose of "attracting virtuous people", they set up Jixia school to attract people from all over the world to come here to give lectures and accept apprentices. At the same time, in order to control the disciples of various schools and let them learn in the school In the process of daily learning, the rulers of the state of Qi specially formulated the famous "Di Zi Zhi" in Jixia Academy and preserved it in the book "Guan Zi". "Di Zi Zhi" clearly and comprehensively stipulates the daily life, words and deeds, advance and retreat, food and drink, sitting and standing of the students in the school. There are very clear and strict regulations in every aspect, from food and drink to daily life, to clothing and dressing, from respecting teachers and even to daily language. For example, it is clearly stipulated in "Di Zi Zhi" that "teachers teach, students teach" At that time, the state of Qi not only required the students to respect the teachers, but also paid great attention to the details. Although it seems to us today that all the regulations are a bit rigid or even "make a mountain out of a molehill", the words between the lines of these regulations can reflect the respect for the elders and teachers in the Jixia school at that time It can even be said that it was from this period that the traditional sequence concept of "heaven and earth king, parents and teachers" in ancient China began to form

gradually. Through this idea of respecting teachers and education, we can reflect the importance of Jixia Academy and Qi state to talents at that time.

4. CONCLUSION

In short, looking at the talent concept of Qi State from the perspective of Jixia Academy, we can see that it has a strong sense of valuing talents and teachers, which is undoubtedly one of the precious spiritual wealth left by the ancient Qi State and Jixia Academy for later generations, and gives us important enlightenment today. Today, when our country enters the new era of socialism, we must also actively learn from the ancient Jixia Academy and Qi state This advanced talent concept of our country attaches great importance to talent work, cultivates high-level talents, and lays a solid talent foundation for China's socialist modernization.

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The Transformation of Reality, Oneself, And the Mass: Jean Baudrillard's Implosion Theory

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Abstract: It means that there is no essence, but the appearance and itself is essence and reality even if the "super-reality" is more accurate than reality when the world is featured as a pure presence through image construction. French ideologist Jean Baudrillard called this super-reality "simulacrum". He also argued there is no connection between the simulacrum and reality and no relation between the logic of simulacrum and the "logic of fact" as well as the "logic of reason". In this sense, the world of simulacrum is a world constantly copied by the model itself, and a world of meaning implosion.

Keywords: Reality; Oneself; Mass; Implosion

1.INTRODUCTION

In the 1960s, the west entered the consumption age, which illustrated the unprecedented accumulation of products and represented the formation of a rarely seen consumption culture. The so-called consumption culture refers to the enhancement of cultural products, which become commodities due to the characters of production and prominence.[1] It also shows that most cultural activities and ideographic practices consider consumption as intermediaries because they contain many symbols and images. Debord, a contemporary French scholar, proposed the concept. It demonstrated that the most significant impacts on life are the generation of the spectacle society exerted by the popularity of consumer culture. As Debord documented, life itself represents a vast accumulation of spectacle in a community, where modern production conditions are available everywhere. Everything with direct existence is transformed into a form of real appearance, and this representation is the image.[2] In the status of spectacle constructed by images, all our visual experience is processed technically, and the whole world is encoded into images through visual machines. Therefore, we need to obtain visual experience about the world by devices.[3] The individual's and nation's beliefs, values, and desires are also increasingly constructed, refracted, and distorted through images.[4]

It means that there is no essence, but the appearance and itself is essence and reality even if the "super-reality" is more accurate than reality when the world is featured as a pure presence through image construction. French ideologist Jean Baudrillard called this super-reality "simulacrum". He also argued there is no connection between the simulacrum and reality and no relation between the logic of simulacrum and the "logic of fact" as well as the "logic of reason". In this sense, the world of simulacrum is a world constantly copied by the model itself, and a world of meaning implosion.[5] Opinions vary from person to person, even though there are many

explanations and arguments about Baudrillard's concept of "implosion". This paper aims to analyze and discuss the concept of "implosion", its realistic directivity, and scientific connotation.

2."Implosion" is a concept proposed by contemporary Canadian scholar Marshall McLuhan in his book called *Understanding Media: The Extensions of Man*. McLuhan used it to summarize the great changes in modern western society. He documented that explosive growth was achieved 3,000 years ago in the western world, with decomposed-cutting and mechanical technology. Currently, it is experiencing internal explosions.[6]

The so-called "internal big explosion" can be explained as the following. Jean Baudrillard used the concept of "implosion" proposed by McLuhan, and further developed the theory of "implosion" on its basis. He defined "implosion" as "mutual contraction, which is a strange (huge) mutual overlapping that makes the traditional two poles collapse into the other pole, or one pole is included into the other. [7] Therefore, a short circuit exists between the opposite poles of every sense differentiation system. That means terms and different opposites are eliminated, and the media and form are subsequently eliminated too.[8] Jean Baudrillard pointed out that today's implosion started with the implosion of the boundary between reality and fiction, which is the implosion of meaning. "We are living in a world with more and more information but fewer and fewer meanings." [9] He believes that contemporary mass media is an important force that facilitates the formation of postmodern society. The mass media's totalitarian and the "enchantment" of media information give rise to "silent majority" in public. However, the "silent majority" reflects a kind of "strategy of the weak" when they use this roundabout strategy to resist the media monologue and the inundation of information. In Baudrillard's opinion, meaning is "imploded" in the media, then daily life is "imploded" in the media, and the mass media are "imploded" in public. Therefore, culture has already been "imploded", and the whole society is "imploded" until history evolves to an end. It is evident that "implosion" has become a negative word in Baudrillard's postmodernism theory. The implosion that destroys the boundaries of reality, meaning and value, starts with a kind of destruction, an overturn within society, and finally becomes the control of the masses. In this perspective, the implosion used by Baudrillard is far more different from McLuhan's original intention to generate and apply the concept.

3. Based on reflections from the "implosive" situation above, Baudrillard put forward three assumptions on the world with more information and fewer meanings. Firstly,

the information can generate meaning, but it cannot make up for the inevitable loss in every field. Although people are trying to absorb new information and content, the loss of meaning outpaces absorption of information. Secondly, there is no connection between information and signification as more and more information and fewer and fewer meanings are two topics, which have no significant relations with each other. Thirdly, on the contrary, there is a strict and necessary correlation between the information and signification. To some extent, the information directly destroys meaning and signification, or it neutralizes meaning and signification.

He regarded the third hypothesis as the most interesting one. We live in a world with more and more information as well as fewer and fewer meanings. Information encroaches its own content, communication, and society.[10] Information itself is exhausted during the process of communication and meaning. "You are the event when you are watched, etc." More and more information are invaded by this illusive content, transplanted homeopathy, and alarming dream of communication. Therefore, media is not the maker of socialization, but contrarily the maker of implosion in society. Moreover, it is simply an implosion of meaning in the microscopic range at the macroscopic level of the symbol. McLuhan's formula manages to analyze this implosion; that is, the intermediary is the message. This means that all the content of meaning can only be absorbed within the scope under the control of the media. In the era of media (film, television, computer, telephone, radio, etc.), people usually obtain necessary meanings in the information to form people's experience knowledge and some perspectives, which requires the authenticity of the information content. What needs to argue is that there is a difference between media events and individuals' real experiences. In the process of information transmission, media not only diminishes meanings but also combines and produces meanings. In fact, it always consciously or unconsciously presents unreal events to people, and that is the basic method of disintegrating reality and meaning in the electronic era. TV advertising is a typical case of "meaningful implosion" in the consumption society. Baudrillard once cited an example of a live television experiment in the United States that a family's life was recorded continuously for seven months in 1971. More than three hundred hours of video were played. This practice intended to show the realistic daily life of an American family. However, Baudrillard documented that it is essentially unrealistic or only a reality of media. Because everything had been selected, those observations lived in California with three garages and five children. It was a superior family in standard with a well-dressed housewife. It seems that inadvertently, the media has twisted the truth, so there is no meaning at all. It is a classical scene of imploding the boundaries between the true and false of the meaning.

4.A direct and serious result on the implosion of reality and meaning is the implosion of the whole society, which is the final form of capitalism under the domination of intermediary implosion. The so-called implosion of the

whole society is the disintegration of the whole society's interaction and social value, in Baudrillard's opinion. It is when the media implodes any interaction into one sphere, which is a one-direction time and space reality between people, and between people and society. A poll is an evident example. It appears that polling is a collection and transmission of public social opinions and a way to construct public social space. However, from Baudrillard's perspective, polling is a relatively extreme demonstration of the implosion in society. Polls reveal the redundancy of society itself in a kind of a persistent obsession of collecting private information as it needs to know what the whole society wants and demands at any time, and it always checks the screen of statistics and changing graphs with a self-suspicion mentality. Its control of the whole society is unprecedented. In this sense, the society no longer possesses the real self-space, and the practical social space is equivalent to and also confused with the statistics on the screen and graphs. The super expansion of the intermediary eventually resulted in the implosion of the whole society and its space.

Social implosion is also an implosion of the public in a sense. "Apart from meaning, there is also a magic from neutrality of meaning and implosion. Apart from the horizon of society, there are the masses, who come from the neutrality and implosion of society".[11] In the media-controlled network, the public have completely lost their thoughts, will and emotions endowed on people by the main philosophy. They cannot control their real fate but only comply with polls, statistics and so-called publicity. They can only choose silence in their numbness, imploding themselves into "the silent majority" without any social expression. The horror of mass implosion is that the boundaries between classes, ideologies, cultural forms, and between media symbols and the realities are all "imploded". The two opposite sides are no longer contradictory but coexist harmoniously. Without the differences, the whole society has been imploded. The society's entrance into the "implosion" means that the society lost the hope and possibility of rejuvenation. Therefore, the degradation of society has become irreparable in the fate of history.

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Study On Process Optimization and Industrialization Standard of Characteristic Sichuan Flavor Burning Noodle Sauce

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Abstract: Burning noodles is one of the most characteristic food representatives of south Sichuan food culture. Its burning noodles sauce is composed of more than 20 combinations of ingredients such as pork, chopped raw flowers, chopped rice sprouts, chives, chili, rapeseed oil, sesame, bean paste, dried bean curd, etc. The production technique is rigorous and exquisite, supplemented by natural food additives. To develop a special sauce for burning noodles in south Sichuan with its uniqueness, mass quantification and standard quality. The product meets the requirements of GB2718 -- 2003 Hygienic Standard for Sauces and SB/T11194 -- 2017 Condiments for Instant Noodles according to the microbial detection index, quality physicochemical index and sensory evaluation index. Its application value is of great significance to provide standardized technical reference for similar dietary fields.

Key Words: Burning Noodles Sauce; Sensory Evaluation; Quality Index; Technical Optimization; Application

1. INTRODUCTION

South Shu burning noodles have a long history and prominent features. The reason for the unique flavor of traditional burning noodles is that its sauce incorporates a variety of ingredients and characteristic components [1]. On the basis of the traditional burning noodles flavor of South Shu, how to retain the inheritance of local characteristics, such as chopped flowers, sprouts, chives, peppers, rapeseed oil, sesame and bean paste, etc. In order to improve the quality, modern nutritional fortifier, antioxidant, acidity regulator, flavoring agent and other effective mixing ingredients are integrated into the sauce [6]. The research and development of the special sauce for burning noodles is a new breakthrough in the progress of food sauce technology.

Burning surface is ShuNa people daily life indispensable a traditional food, accelerate ShuNa the rapid development of regional economy, to establish the industry brand, food catering tourism food industrial development and regional characteristic industry promotion, greatly satisfy the needs of people for a better life, to the pasta sauce mix and process the complex, binding the flavor stability of production quality, therefore, It is necessary to study and develop characteristic industries and cultural brands in South Sichuan under the premise of quality, characteristics, microbe,

physicochemical and sensory indexes to promote large-scale industrialization.

2. MATERIALS AND METHODS

2.1 Main raw materials

Fresh pork, chopped raw, Yibin sprouts, chives, chili, rapeseed oil, sesame, cowhide dried bean curd, Pixian broad bean sauce, Sichuan red pickled pepper, garlic, millet hot, old ginger, pickled ginger, Sichuan pepper noodles, spicy powder, MSG, salt, etc. : Purchased from Yibin Wanda Plaza Yonghui Supermarket; Haizhen essence, spicy balm, beef balm: purchased from Yibin Tianzhi Food Technology Co., LTD. Shredded rice sprouts: Purchased from Yibin Shredded rice Sprouts Co., LTD. [9]; Magnesium monostearate and terbutyl hydroquinone: purchased from Yibin Mingkang Dairy Co., LTD.

2.2 Main instruments and equipment

JA200 electronic balance, electronic scale: Shanghai Tianping Instrument Factory; Embedded double-headed electric ceramic oven: Shenzhen Affinity Electric Appliance Co., LTD. Fully automatic gas planet frying pan: Shandong Longchang Duohui Machinery Technology Co., LTD. Yxq-50sii vertical autoclave sterilizer: Shanghai Kanglu Instrument Equipment Co., LTD. Hts-300a Digital display constant temperature oil bath: Shenzhen Shanhe Testing Equipment Co., LTD. Kdn-20c Kjeldahl nitrogen determination instrument: Zhejiang Top Yunong Technology Co., LTD. Dz500/2sb vacuum packaging machine: Zhejiang Baochun Packaging Machinery General Factory.

2.3 Experimental Reagents

L- ascorbic acid: Xi 'an Lavia Biotechnology Co., LTD. Analysis of pure calcium chloride (NaCl) : Langfang Pengcai Fine Chemicals Co., LTD. Citric acid monohydrate: Shenzhen hung fashion Industry Co., LTD.

3. TECHNOLOGICAL PROCESS

Before the pig sandwich meat into meat foam → pan heat grease → put into meat foam → cook fried fragrant → add seasonings → remove reserve → compound oil, stir fry ingredients → add prepared meat foam, crushed fragrant peanuts and other mixing → meat paste → sterilization → products.

4. OPERATION POINTS

4.1 When the rapeseed oil and solid palm oil are put into the pan at a temperature of about 50-60 °C and the oil produces a fragrance, fry the meat minced into the mixture until the meat smells good for about 5 minutes, then leave

the pot and prepare the pot for later use;

4.2 Add Sichuan red pipe-chili and Pipe-county bean paste to the compound oil listed in 4.1, fry red pipe-chili with a slow low heat (115-125 °C) for about 5 minutes until it gives off sour and spicy flavor and turns red in color and produces aroma.

4.3 Cut garlic, millet, ginger and pickled ginger into small particles, such as the size of soybean grains, and then put them into 4.2 compound oil, and fry them with medium fire (130 ~ 142 °C) for about 2 minutes.

4.4 Chop up the spicy millet and stir-fry it in fat (130 ~ 142 °C) over medium heat for about 5min. Cut dried cowhide bean curd into cubes of 0.3 ~ 0.5cm³ and put them together into 4.3.

4.5 Cut about 2/3 of yibin sprout vegetables into 0.3-0.5cm and 1/3 into 0.6-0.9cm, and add the sprout vegetables into 4.4 after cutting the sprout vegetables into 0.3-0.5cm. Fry the sprout vegetables with high fire (140 ~ 150 °C) for about 8 min until the sprout vegetables evaporate and produce aroma. Then add the meat foam that has been fried before. Stir evenly and mix into one;

4.6 Put the seasoning sichuan pepper noodles, spicy balm, spicy powder, beef balm, MONOsodium glutamate and salt into 4.5, and fry slowly over low heat (105 ~ 130 °C) until the mixture is fragrant, about 1.5 minutes;

4.7 Select high-quality dry raw peanuts, the grains are about 0.9 cm long and 0.7 cm wide, small and even. Put the selected raw peanuts into the cold wok at the ratio of 1:10, add appropriate amount of salt, fry the raw peanuts with low fire and slow heating, and the moisture content of the raw peanuts is less than 7%, and the peanuts produce popping sound and unique fragrance for about 16 minutes. Then the fried fragrant peanuts are spread evenly in a large flat basin (pad a piece of cotton paper oil absorption finger function), the industrial fan is quickly blown cool cooling become brittle, and then the special peanut peeling machine to remove the outer layer of peanut kernels, the peanut kernels will be crushed to 1/4 particle size;

4.8 Add glycerin monostearate, tBUTylhydroquinone, aquamarine and spicy powder in proportion to item 4.6, and fry crispy peanut kernels in item 4.6, and then mix them evenly to form noodle sauce, which will be prepared in the next step;

4.9 Divide 4.8 by weight and sterilize (98 ~ 100 °C) for 10 ~ 18 min to form special sauce for burning surface.

5. OPTIMIZED FORMULA OF SPECIAL SAUCE FOR BURNING SURFACE

See Table 1 for the formulation of special sauce for burning noodles. Table 1 Formula of special sauce for burning noodles

The ingredients	Add the amount
Before the fleshy foam	25
Yibin bud	25
Vegetables rapeseed oil	25
broken	6
PI county bean bian	1.5
Chuan salt	7.0
Bean curd cake	2.5
Red pickled peppers	1.5
The garlic	1.5
Millet pepper	1.5
ginger	1.0

Sichuan pepper noodles	0.8
A spicy perfume	0.8
turmeric	0.8
Beef ointment	0.3
Spicy powder	2.5
The sea plain Jane	0.1
Monosodium glutamate	0.5
Glycerin monostearic acid	0.08
Magnesium butylhydroquinone	0.05

6. PRODUCT QUALITY

6.1 Microbial Indicators

In view of the microbial indicators of special sauce for burning surface to meet the requirements of health and safety assurance, focus on the processing of auxiliary materials, efficient extraction, quality modification, purification and refining, etc. According to the method of "Food hygiene microbiology inspection condiment Inspection" GB/T4789.22 -- 2003 and according to "hygiene standard for sauce" GB2718 -- 2003, the above mentioned in the physical and chemical indicators of sauce detection requirements. Through the application of modern science and technology, the total number of pathogenic bacteria (Salmonella, Staphylococcus aureus, Shigella), Escherichia coli and bacteria in the special sauce for finished burning noodles was detected [7].

6.2 Physical and chemical Specifications

To ensure the basic characteristics of the materials, sugars, proteins, functional oils, functional peptides and other benign functional evaluation and risk assessment of the special sauce for burning surface, according to the requirements of the physical and chemical indicators of the mechanism of burning surface sauce in the Hygienic Standard for Sauce GB2718-2003, The physical and chemical indexes of special sauce for burning surface were determined to meet health requirements [4], and the contents of salt, moisture, total acid, total arsenic, amino acid, aflatoxin, heavy metal lead and biotoxin in special sauce for burning surface during processing were analyzed and quickly detected according to Analysis Method of Hygienic Standard for Sauce GB/T 5009.40-2003 [3].

6.3 Sensory indicators

Sensory score was compared between the innovative production technique formula of "special sauce for burning noodles" and the evaluation index of excellent traditional formula. When sensory evaluation formula and evaluation index were evaluated, 10 professional evaluators were invited to evaluate one by one, and the total score was 100. After tasting the sauce once, gargle with cold boiled water [8], and then try the next sauce, and calculate the total score of the special sauce by averaging the scores of all the professional assessors above. According to sensory index requirements in SB/T11194-2017, sensory evaluation was carried out by 10 professional evaluators.

7. CONCLUSION

After the optimization of the special sauce for burning surface, the special sauce for burning surface has been developed with special flavor, mass production and standardized quality. All the microbial indexes, physical and chemical indexes and sensory indexes have reached the requirements of HYGIENIC Standard for Sauce GB

2718-2003 and SB/T11194-2017. Dark brown or reddish brown and texture luster bright, meat and spices aroma SAO flavor also sprouts, broad bean paste with unique flavor and aroma fermentation, fresh and sweet, salty taste thick, spicy and strong, no peculiar smell, the sauce mix eat directly with burning surface of maturation, highlight the characteristics of local food culture, which has great significance to the development of industrialization development of similar products and provide technical reference.

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Discussion On the Influence of Parent-Child Relationship on Children's Participation in Adventure Games

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Abstract: Kids love challenges, curiosity drives them to explore their environment and try their limits. They learn from their mistakes and their achievements. However, the present family structure, parents' understanding of danger and parent-child relationship directly hinder the development of children's adventure spirit. Therefore, this paper mainly analyzes the influence of parent-child relationship on children and puts forward corresponding strategies to help parents establish a scientific view of adventure, so as to promote the development of children's adventure games through a good parent-child relationship.

Key Words: Adventure Game; Parent-Child Relationship; Children

1. INTRODUCTION

Love adventure is the nature of children, children in adventure games can get exciting and stimulating emotional experience. But in recent years, with the ongoing domestic children's accident, the parents of children's safety problems of high tension, lead to parents to ignore the positive significance of adventure, the Lord is not fully realized adventure games on value and significance of physical and mental development of children, parents tend to avoid and defense children's risk-taking in an adventure game.

2. THE CONCEPT AND SIGNIFICANCE OF CHILDREN'S ADVENTURE GAMES

According to the educational circle, children's adventure game refers to children's adventure behavior as the main game behavior, which is challenging and risky, and has the risk of physical injury to children. Children will get a kind of emotional emotion both fear and excitement in the game. The core of this is that the child gets the experience of playing with height and depth, movement and speed, and tool use.

Children's adventure games can not only improve children's basic physical quality, promote healthy physical growth, but also promote the cultivation of adventurous spirit and tough will, improve the ability to evaluate and avoid danger, promote the harmonious and healthy development of body and mind, so as to better cope with setbacks on the road of growth in the future.

In adventure games, children can accumulate rich experience, express their positive emotions, release negative and bad emotions, and experience happiness and a sense of achievement in activities, and understand the surrounding environment. Children can learn how to protect themselves from harm and understand and recognize their level of ability. When children are safe to

explore their surroundings, practice their ideas, and take on challenges and adventures, they develop and their play improves.

3. THE INFLUENCE OF PARENT-CHILD RELATIONSHIP ON CHILDREN'S PARTICIPATION IN ADVENTURE GAMES

In order to prevent their children from being exposed to danger, many parents like to describe some adventure games as scary things and remind their children not to play or even to get close to them, which is easy for children to go to two extremes: either they are quite afraid and anxious about these games, or they have rebellion, or they secretly try them. Therefore, parents' correct understanding of children's adventure games is related to children's possibility of participating in adventure games, while the relationship between parents and children directly affects children's behavior of participating in adventure games.

3.1 Types of parent-child relationship

We usually divide parent-child relationship into the following four types: democratic, laissed-off, drowning and authoritarian.

Democratic type: this kind of parents have better psychological quality and cultural accomplishment. When they educate their children, set an example, patiently reason, supervise and inspect. This parent-child relationship education of children, mostly have good psychological quality, strong social adaptability, easy to become independent. It's the perfect parent-child relationship.

Authoritarian: regard children as their own private property, do not consider the psychological desire of children, adopt strict, high-pressure education, think children must absolutely obey their parents. This kind of parent-child relationship can lead to the development of obedient, cowardly and lack of self-confidence. It can also go to the other extreme, which is cruel and brutal.

Drowning type: most of these parents are in families with only one child. They have no principle to the child, unconditionally agree to the child's requirements, everything is done. Under this parent-child relationship, children are selfish, capricious, independent, dependent, lack of creativity, poor ability to adapt to society.

Laissedness: parents only care about themselves, regardless of their children. Children lack education and care since childhood, this parent-child relationship will make children introverted, withdrawn, free and loose, lack of ideals and pursuit.

3.2 The influence of different types of parent-child relationship on children's participation in adventure games. Studies show that the parent-child relationship in democratic parents of young children to participate in the adventure game overall attitude is positive and support, and their children to participate in activities together, in the game to encourage their children, to increase the child's self-confidence, enhance the parent-child relationship, when children succeed, we believe it is behind the success of family support. For example, when the famous golfer Tiger Woods began to have success in tournaments, everyone defined his father Earl Woods as a smart and good parent.

In the parent-child relationship of the drowning type and the authoritarian type, they have a more negative attitude towards children's participation in adventure games. They will think that adventure games are dangerous and it is better not to participate in them. They are more likely to intervene and prevent children from engaging in risky play and may miss out on the benefits of taking risks.

In the laissed-off parent-child relationship, they have no significant influence on whether children participate in adventure games. Because they don't care whether they ask or not, children's participation in adventure games is largely dependent on their wishes. Because lack of company, easy to lead to timid children, not confident. Or not responding properly to danger.

4. ACTIVELY PROMOTE THE HEALTHY DEVELOPMENT OF CHILDREN'S ADVENTURE GAMES

4.1 First of all, parents should establish a scientific view of adventure.

Parents need to recognize that adventure games are not necessarily dangerous games, but challenging games for children. It is not a game of abandonment and willful behavior, but a reasonable and moderate risk taking. In adventure games, children can experience the joy of success and discover and break through their own ability. Even if they fail, children can obtain the experience of failure, sum up the lessons and cultivate their willpower and courage. Of course, parents should moderately intervene in children's negative behaviors during adventure sex travel, and help children to recognize and judge risks, so as to improve their ability to protect themselves.

Studies have shown that through adventure games, children can develop physical skills, practice running, jumping, climbing and other basic movements, can stimulate children's desire to explore, and can learn to avoid injury and protect the body skills, enhance the sense of self-protection. China's "3-6 years old Children learning and Development Guide" also clearly points out that "attention should be paid to cultivate children's self-protection ability in activities". Adventure games are in the spirit of the Guide. Through adventure games, children can improve their awareness and judgment of danger. They can also build confidence, learn how to overcome their fears and become more courageous and optimistic. Therefore, parents should treat adventure games scientifically and should not avoid or prevent children from participating in them because of the danger. Parents should realize that appropriate participation in adventure games is of great value and effect on children's physical and mental development.

4.2 Secondly, establish a correct parent-child relationship.

In conclusion, parent-child relationship is an important factor in deciding whether children will participate in adventure games. So what kind of parent-child relationship do we have? We should establish a democratic parent-child relationship. This is because the democratic parent-child relationship can fully affirm the value of adventure games to children's physical and mental development and encourage and support children to practice adventure games. Democratic parents will trust their children and give them relative freedom, which is conducive to cultivating children with harmonious development of body and mind. Therefore, parents should establish more democratic parent-child relationship, objectively view children's risky behaviors in adventure games, trust children, encourage children to constantly try and explore, and be able to challenge and break through themselves, so that children can harvest brave and strong qualities in adventure games.

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A Study on The Film and Television Adaptation Strategy of Conspiracy and Love

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Abstract: With the development of the times, film and television culture, as a widely accepted culture, has become the mainstream of cultural communication; As an aspect of film and television culture, film and television adaptation is becoming more and more popular. Taking the film plot and love adapted by German director Linde Holman as an example, this paper analyzes the choice and significance of the original plot and love and film and television adaptation strategy from the four aspects of narrative structure, character prototype, image style and theme. In the narrative structure, through the combination of positive narration and episodic narration, it more richly and comprehensively shows the audience the declining and turbulent social environment of German feudalism at that time; Pay attention to the expression, language and action of its characters, and express the primary and secondary characters incisively and vividly; The cool black and white tone can better show the audience the decline of feudalism in Germany at that time. In Germany, which declined in the 18th century, the collision of various contradictions vividly showed the conflict between conspiracy and love, reflected the sharp and prominent contradiction between the noble class and the civil class, and reflected the decline of feudalism in Germany, the arrogance and ferocity of the noble class, as well as the resentment of the civil class and the longing for individual freedom. Schiller's original work, the resistance and accusation against the feudal aristocratic ruling class, was the horn of the new bourgeois revolution in Europe at that time. The film "conspiracy and love" adapted by Linde Howman has a strong "sense of scene" with "real scenes" and "fresh characters"; This is beyond the reach of the original literary script.

Key Words: Conspiracy And Love; Film And Television Adaptation; Narrative Structure; Character Prototype

1.INTRODUCTION

The film "conspiracy and love" produced by German director Linde Holman in 2005 is a film and television work adapted from the drama and literature script of the same name created by Schiller, an outstanding dramatist in the 18th century. This paper highlights the novelty of film and television adaptation from the aspects of narrative structure, character prototype, image style and theme. Through the rendering of film language, it not only tells the story to the audience, but also makes the audience experience a visual feast, which also lays a good creative foundation for future film creators.

With the development of the times, film and television culture has become a popular culture attracting public attention, and the vast number of literary classic plays also provide rich artistic resources for film and television

adaptation and creation. Due to the "stage performance" of drama, drama has become the main object of expression since the birth of film; Until today, classic drama is still the inexhaustible source of film and television works. Many film and television creators are committed to adapting classic literary plays into film and television plays, which is still an indispensable compulsory course. Of course, "film and television adaptation" is not the copy or interpretation of "literary script", which must include the understanding and creativity of film and television creators. Therefore, in addition to the similarities between literary works and their adapted film and television works, there are still distinct differences.

In recent ten years, there are about 15 papers on conspiracy and love, which mainly involve the analysis and interpretation of characters in conspiracy and love, the comparison of Chinese and Western love tragedies, and the analysis and comparison of similar characters in different Western dramas. There are about 1025 papers on film and television adaptation. The content mainly involves the comparative analysis of film and television works adapted from the same literary work, as well as the research and discussion of film and television adaptation works from the aspects of communication or character reconstruction. This paper will analyze and explore the path and strategy of plot and love from the four aspects of narrative structure, character prototype, image style and theme.

2. CROSS NARRATIVE STRUCTURE OF POSITIVE NARRATION AND EPISODIC NARRATION

In Schiller's original work, the narrative technique is adopted and described in chronological order. At the beginning, it is explained that the musician as a citizen class opposes his daughter's Cross grade love. This plot is gradually unfolded. The participation of prime minister Walter and Secretary wuermu promotes the development of various contradictions and conflicts. The two core characters of the story are Louise, the daughter of the musician, and Ferdinand, the son of the prime minister. They tell the tragedy of their tragic death after struggling with the feudal backward forces represented by Walter and wuermu. They, who represent individual freedom, are in sharp contrast to Walter and woolmu, who are desperate for their own interests. The novel starts with wuermu's failure to pursue Louise and regards Ferdinand, the "love enemy", as the greatest threat. It immediately agrees with the prime minister and secretly makes trouble. It launches a series of conflicts between conspiracy and love.

The original script takes wuermu as the character to promote the plot, and launches the conflict between the aristocracy and the civil class. A series of plot developments are linked, ups and downs, and the

characters' dialogue is straightforward and bold, which constitutes the narrative structure of the whole work.

In the film works adapted by Linde Holman, the narrative timeline of his original work is also retained for plot development. The overall plot is ups and downs, the structure is orderly and compact, and pairs of contradictions are gradually displayed. In addition, the characters' dialogue passion is exaggerated, which is carried out through the contradiction and conflict points between various classes and individuals, which has a strong impact on the audience. As an intuitive, specific and distinctive culture, film and television, through the "film language" combined with "sound" and "image", makes the original work sublimate into an immersive "emotional experience" through the textual description of "restoration" of life experience, and brings an exciting sense of visual feast to the audience.

Different from the drama, the film can easily achieve the "transformation of time sequence". Linde Holman perfectly uses the technical technique of "Narration" in the adapted film. For example, at the beginning of the film, an episode showing the decline of Germany in the 18th century - the scene of princes selling strong men - explains the political division and social unrest in Germany in the 18th century. Or insert a scene of social unrest in the normal narration of the film. For example, the head of the 7000 strong men's regiment who is responsible for managing is entangled by several brave young men and asks: we want to know how much the prince sells the captured mercenaries. Since then, all 7000 mercenaries were shot and killed in exchange for a pair of jewelry for the prince's lover. It's really ironic. The film ends with the high singing of the German army as the end of the story. In contrast, the film and television adapted works can make the audience clearly and smoothly feel the existence of love tragedy and how turbulent Germany was in the 18th century.

3. HIGHLY EXPRESSIVE ARCHETYPES OF PRIMARY AND SECONDARY CHARACTERS

In the film *Conspiracy and Love*, there are three kinds of representative characters: first, the obscene and shameless feudal ruling class represented by Prime Minister Walter and Secretary Wuermu; The second is the independent and self-esteem citizen class represented by the heroine Louise and her father Miller; Third, it is the rebel of the nobility and the representative of the interests of the citizens, taking Ferdinand as an example. The only character slightly different from the original script is prime minister Walter. Walter, as the representative of the feudal aristocracy, was crafty and desperate for his own interests. At the end of the original script, Walter saw his son Ferdinand fall to the ground after drinking poison, kneel in front of his son, plead for his son's forgiveness, and turn himself in; But in the film and television works, Walter looked at his son who fell to the ground, watched him die in surprise, turned away and didn't admit his mistake and turn himself in. In the film, you can clearly observe the actors' micro expressions and movements (body language). It is these visual arts that are difficult to express in words that clearly and vividly reflect the characters' psychology

and personality characteristics. For example, at the moment when Ferdinand was about to fall after drinking the poison, he slowly fell down, fell beside his beloved woman Louise, and leaned his head gently in the direction of Louise. It shows that Ferdinand still sticks to his beloved woman and depends on life and death. For another example, Mrs. Milford approached the bodyguard on her own initiative, frowned, asked about the specific source of jewelry, comforted the poor and sad bodyguard, and took another jewelry box to the bodyguard in return for telling the truth; When the bodyguard refused, Mrs. Milford asked the maid to catch up, asked the Duke's bodyguard's last name, and wanted to protect her bodyguard's son. From a series of expressions, words and actions of Mrs. Milford, it vividly shows that although Mrs. Milford is in the noble class, her heart is kind and hot. In the film *Conspiracy and Love*, both the main characters and secondary characters are expressed incisively and vividly. For example, in addition to the two core characters who dare to love and hate, Ferdinand and Louise, one of the indispensable secondary characters is Wuermu. Wuermu is not only an important clue connecting the whole love tragedy, but also a fuse. In the film, he incisively and vividly displays the villain image of the citizen class who only cares about their own interests. He is crafty and ends up in a tragic situation. It can be said that he committed his own sins and can't live. Second, Miller and his wife are typical representatives of the civil class, which clearly highlights the musician Miller's opposition to feudal autocracy and yearning for personal freedom. Specifically, although he has always opposed his daughter Louise's love with Ferdinand of the aristocracy, when the prime minister was abusing his daughter, Miller bravely rushed forward to fight back and drove the prime minister and others out. This also reflected the antagonism and tension between the European civil class and the aristocracy at that time.

4. BLACK AND WHITE IMAGE STYLE AND ANTI FEUDAL SPIRIT OF EXTREME PERFORMANCE

Schiller's original script reflects the social and political division and the decline of the feudal system in Germany in the 18th century. In the film adapted by Linde Holman, in addition to the exaggerated irony of the aristocracy in the lens, scene and characterization, the whole film uses cold black and white tones to bring a heavy sense of depression to the audience. Especially the sentence that appeared before the end of the original book and the film: "son! Do you disdain to see your miserable father again?" Prime Minister Walter's words to his son Ferdinand will make readers or viewers sigh: if you knew today, why did you have to start! On the surface, this is a "love tragedy", which in essence exaggerates the resistance and accusation against the feudal aristocratic ruling class. The thought reflected in *Conspiracy and Love* was the horn of the new bourgeois revolution in Europe at that time. In another sense, Schiller's original script uses the integration of type elements and the author's narration. *Conspiracy and Love* contains the two eternal themes of "love and death". It is not difficult to see that it skillfully integrates love and crime. In fact, it is a love film in a sense.

However, love is often thorny and easy to become the root of crime. Love begets hate is the motive of characters' crime, which is also common in life. For example, in the love tragedy of conspiracy and love, the male leader Ferdinand fell into the conspiracy of the opposite party, which led Ferdinand to hate the female leader Louise because of love, put poison in the water, and finally two people died of poisoning one after another. Obviously, two people who love each other very much, but because of love, they are disturbed by the outside world, and finally go to the road of crime.

The unique soundtrack is an important style element of the film. Conspiracy and love adopts a unique cheerful rhythm in the selection of music. At the beginning, the use of cheerful music, coupled with the subtitles of selling labor to America, formed a distinct irony and contrast. The cheerful music contrasted the tragic phenomenon of selling young men, satirized the decline of feudalism in Germany at that time, and had a strong irony. At the end of the film, the scene of troops marching in groups and the scene of Miller, the father of Louise, seeing her daughter's death, fading in and out in the same frame; As well as the use of cheerful rhythm music during the March and the tragic music when Miller appeared in the same frame, the two form a sharp contrast; This contrast is a strong contrast, but there is no sense of contradiction. This image shows the cruelty of the aristocracy and warlords to the citizens, as well as the helpless pain of the citizens.

As far as the theme is concerned, both the original works and film and television works are based on the social reality of Germany, and focus on rendering various contradictions between the noble class and the civil class, such as the father son contradiction between Walter and Ferdinand; The father daughter contradiction between Miller and Louise; The contradiction between the noble class represented by Walter and the citizen class represented by Miller and Louise. Through the destruction of love by intrigues again and again and the tragic death of a young couple, it deeply exposed the contradiction between the noble class and the civil class in Germany at that time, severely attacked the evil of the feudal hierarchy and the darkness of politics, and showed the citizens' desire for freedom, equality and individual freedom, and their resentment against the feudal society, On the whole, it shows a strong anti feudal spirit. In fact, the literary liberation movement launched by the emerging bourgeois urban youth in early Germany was also the battle horn of the European bourgeois revolution at the level of public opinion, ringing the death knell of the feudal aristocratic ruling class.

5. ADAPTATION STRATEGIES FROM LITERARY PLAYS TO FILM WORKS

Linde Howman adapted Schiller's literary work conspiracy and love into a film and television work, which is neither the first nor the last time. Among the numerous successful adaptation works, conspiracy and love is undoubtedly successful. Its success is due to its appropriate adaptation strategy.

The adaptation of classical masterpieces into film works has a long history and has basically formed a mature

creative path. First of all, literary works are written descriptions on paper. Film adaptation is to convert "written description" into "audio-visual reality". Secondly, classical masterpieces are mostly expressed in the form of drama, and the most important thing is "character dialogue"; Although film and television works cannot do without "character dialogue", what is more important is the rendering of the scene and the micro expression and body language of the characters; Film adaptation is to transform the "character dialogue" that promotes the development of the plot into the expression and action of "film language" as much as possible. Thirdly, the film has the limitation of "time length". The adaptation should concentrate the plot, adjust the narrative rhythm, and tell the complete story with the most concise "lens". Finally, the film can give full play to its own advantages and use various "montage" techniques to create an artistic conception that can not be expressed by the "literary script", incisively and vividly explain the original work and express the reformer's innovative opinions.

There are also several strategies for adapting classical masterpieces into film works: first, be faithful to the original and only change the form. Such as early films taken directly from the theater scene. The second is to interpret the original work with films, and use the "film language" and "montage" techniques on the basis of the original work to improve the expressiveness and appeal of the original work. Third, on the basis of the original work, according to the trend of the times, give a new meaning and re create, that is, "new wine in old bottles" to make "classic works live".

Schiller's literary work conspiracy and love was first published in 1782. Linde Howman's film conspiracy and love is a re creation of the original more than 200 years after its publication. Over time, the background of the times has also undergone earth shaking changes; The focus of the adapted film works is no longer the accusation and resistance against the feudal aristocratic ruling class, but to make "classic works live" and let today's people "learn from history". The rich and vivid "film language" shows the theme of the emerging bourgeoisie's anti feudal system to the extreme.

Linde Howman's adaptation of the literary work conspiracy and love into film and television works needs to complete the transformation from "plane characters" to "three-dimensional characters". Whether from the perspective of narrative structure, character prototype, style or theme, the director needs to make a reasonable adaptation after full consideration and consideration. Film and television adaptation of literary works is not copying works, but through the director's artistic and direct display to people on the basis of literary works, so that people can finally see a full character image. Although the original literary script is a veritable classic, because it belongs to paper "text description", it needs a certain cultural foundation to make the author's description "Scene reproduction" in the mind through the reader's brain memory and experience, which limits the influence of "classic works". Of course, most of these "classic works" were restored on the stage in the form of "drama" (here

also includes the re creation of drama directors). Today, in the film conspiracy and love, people see "real scenes" and "fresh characters", with a strong "sense of scene"; This is beyond the reach of the original literary script.

In the media industry where film and television adaptation is located, more and more literary works will be adapted into film and television works, which need to be constantly explored and used for reference, so as to make a breakthrough in future creation.

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Analysis On the Sinicization of Marxist Politics and The Development of Contemporary Chinese Politics

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Abstract: In the new era, Marx's political theory is needed to lead China's political development, and to realize the theoretical extension of China and reflect the advanced nature of the party. China advanced China's political theory and made it clear that the essence of Marx's politics is to understand the essence of sinicization, to clarify the rationality and advancement of Sinicization of politics, and to guide China's theory of socialism and explore the best way and means of political optimization in China.

Key words: Chinese politics; Sinicization of political science; Development analysis

1. INTRODUCTION

Through the research, it is found that the Sinicization theory of political science has a far-reaching impact. It is not only the core embodiment of Marxism, but also an important part of Sinicization. It has high guiding value and can be used as an ideological guarantee (of China's political construction). Reviewing the achievements of reform and opening up, socialism with Chinese characteristics scientifically and perfectly interprets the rich connotation of Marxism. In other words, China's current political stability benefits from China's reference to Marxist politics, which is the result of the Sinicization of politics.

2. SINICIZATION THEORY OF POLITICAL SCIENCE

2.1 Meaning of Sinicization of Political Science

According to China's national conditions, in specific political practice, it is necessary to apply Marxism, especially the views and positions of politics, analyze problems in different stages and understand the law of political development, which is the deep meaning of Sinicization theory. It can be seen that the Sinicization of political science has a far-reaching impact and has the characteristics of the times. At the same time, it can reflect the unique spiritual connotation and historicity. To give full play to the advantages of Sinicization of political science, we need to seek truth from facts and reflect the characteristics of China's times. On this basis, we should strengthen our understanding and perception of current affairs and politics and reasonably predict the future development trend. The development of Political Science in China is representative and is essentially a theoretical innovation. After the political science theory set foot on China's land, with the changes of national conditions, the content of the theory has been enriched, so as to adapt to different periods and meet the theoretical and practical requirements of different stages. For example, the people's Congress system. The system has a prominent position in

China. Its essence is another practical form of Marxism and the expression of the Sinicization of political science. The contradiction of everything has the unity of opposites. Only when we understand the universality and particularity can we give full play to our subjective initiative in practical work. First, fully understand the world, and finally reasonably change the world. If we want to use theory to guide China's political direction, we must start from the national conditions, combine theory with practice, and lay a solid foundation for China's political development path [1]. The Sinicization of political science has historical inevitability. Since the establishment of the Communist Party of China, the theory has taken root in China. After years of practice, the achievements are gratifying. Based on this, whether for the consideration of China's political development or to improve Marxism itself, we should make it sinicized.

2.2 Development process of Sinicization of Political Science

Some scholars pointed out that the reform and test of the Sinicization of Marxism is actually the history of the Communist Party. Looking back on history, we can find that all activities in China are based on the Sinicization of Marxism from the revolutionary construction to the completion of the great reform cause. Since its founding, the Communist Party of China has successfully opened up a new road by strengthening itself and making efforts to explore and practice. After years of accumulation, the development of socialism with Chinese characteristics has made great strides forward. In the construction and development, it reflects the will of the people of all ethnic groups. The political development path has been recognized at home and abroad based on respect for the interests of the people. During the domestic revolutionary war, the workers' and peasants' group activities were launched and the workers' movement was widely carried out. After the failure of the great revolution, the theory of rural encirclement was established, which laid the foundation for armed seizure of power. During the war of liberation, various organizations of the proletariat and the alliance of workers and peasants appeared one after another. At this stage, the political system was basically formed, and Chinese characteristics can be clearly seen. After the founding of new China, the system has been innovated and developed. The decision-making power and management power have not only been reinterpreted, but also have new guarantees. The implementation of regional national autonomy has laid a solid foundation for the national system of the people's democratic dictatorship.

With the economic development, the reform is becoming more and more vigorous. Now it has entered the trend of the Internet, and the people's participation in politics is no longer strange. For example, during the session of deputies to the National People's Congress, they chose to make the proposal public online, so as to obtain the discussion of the masses. With the continuous improvement of the Marxist political science system, its development in China is full of vitality and a hundred schools of thought contend. The theoretical achievements of the Sinicization of political science still need to be tested in practice. According to the current situation of political development, this paper analyzes the problems, reveals the general laws, and removes the obstacles for China's political stability. The development framework of Sinicization of political science.

In a word, the vigorous development of real society is not easy. Most of them are the results of the combination of China's national conditions and Marxism, and belong to the rich fruits of Chinese politics.

3. THE VALUE EMBODIMENT OF THE SINICIZATION OF POLITICAL SCIENCE

3.1 The Sinicization of political science can meet the objective needs of the development of Marxism itself

The reason why Marxist political science has high application value is that it is not dogmatism. Before application, it needs to integrate a variety of factors and complete targeted modifications according to the background of the times to ensure that it meets the actual situation of our country. As the guiding methodology of the proletarian struggle, the Sinicization of politics has consolidated the foundation of socialism with Chinese characteristics and provided a guarantee for the development of politics. The formation background, viewpoints and principles of Marxism have western characteristics, different value standards from the East, and of course, different from China's culture. Lenin once pointed out that although Marxism is advanced, it cannot be regarded as invariable. As a scientific foundation, it needs to integrate the national conditions of various countries and move forward continuously. Only in this way can we promote the vigorous and high-quality development of socialism [2]. In view of this, Comrade Mao Zedong also pointed out that in studying Marxism, we should pay attention to methods, study in combination with practice, and can not be divorced from our own experience. It can be seen that if we want to correctly use Marxist politics, we need to rely on our own reality and realize the internalization of Chinese culture on the basis of objective facts.

3.2 The Sinicization of political science can meet the needs of China's political construction

The development of modern Chinese politics has given people great enlightenment. After many ups and downs, it finally realized democracy and Republic. It is difficult to achieve independent development, whether it is the preparatory constitution or the later provisional constitution. China was once confused until the rise of Marxism, and the core political science gave us enlightenment. The study found that after political science

was introduced into China, it also underwent questioning and exploration. Through practice, the content of political science was improved one by one, and finally formed a system and became a sinicized theory. Combined with the reality, we can see that there are many political development modes. The Sinicization of politics in a narrow sense has the characteristics of modernization, conforms to the historical development trend, and can meet the objective requirements of system construction. In the early stage of China's establishment, the political road was distorted because it completely copied the theory, ignored its own reality and went through many detours. It is concluded from the historical lessons that no matter how mature the experience is, it can not be copied. It is necessary to rely on reality and combined with the specific period background. On this premise, improve the theoretical system, so that the adjusted theory can adapt to domestic politics and consolidate the corresponding theoretical foundation. In the work, the innovation and practice of political science are of great significance. Taking it as the core theory of Party construction can promote the process of Sinicization of the theory.

4. LEAD THE DEVELOPMENT OF CHINESE POLITICS

4.1 Study the general law of governance

The ruling law of the Communist Party is special and different from the general law of Marxist politics. It is innovative and can promote political development. In China's political development, we should use the core arguments of Marxism as guidance, actively explore the ruling law, and master the causes and processes of things as much as possible, so as to increase flexibility, Ensure the predictability and creativity of the system. Under the guidance of Sinicization theory, ensure the effectiveness of practice, promote the high-quality and forward development of political construction, and realize a qualitative leap. It is found that the ruling power, control and cohesion of our party belong to the core content [3]. Our party's ability to effectively coordinate resources and forces in all aspects is mainly due to these abilities. For example, during the epidemic, we can quickly mobilize materials, integrate social resources and forces, and concentrate on doing great things. If we want to continuously improve the party's ability and strengthen the achievements of governance, we need to learn from the experience of failure, calmly respond in front of various forms, not completely copy, develop strengths and avoid weaknesses, and fully consider the actual situation.

4.2 Building socialist democracy

There is no doubt that democracy is the core of politics, and it is also a political link. Combined with China's reality, there are clear goals for China's political development, and democracy has always been the goal. However, during the specific implementation period, we must consider the realistic national conditions of large population and difficult to balance. Because of the uneven level of education, it is difficult to unify the overall quality of the people. In the early days of the founding of the people's Republic of China, there was a lack of direct and indirect democracy, resulting in the lack of political

system. Under such a premise, Marxist political science was quoted. Under the guidance of this theory, the Political Consultative Conference and other systems have taken shape, and the people's Congress system was put forward in this period, which shows the Sinicization of political science and the establishment of various political systems are based on China's national conditions.

We can imagine that if the electoral system was not implemented at the beginning, it would obviously not be able to hold a referendum smoothly, which would cost a lot of manpower. Take the United States as an example. In the early days of its founding, it also lacked direct democracy. According to research, the participation rate did not exceed 65%. Such bad participation in the election made western democratic politics questioned and became a joke for a time. China's ancient Chinese literature search system is worth learning from all countries, and reflects the advanced nature. The public participation rate has already exceeded 65% of the standard. In recent years, with the plump wings of socialist politics, the increasing efforts of reform, the promotion of democracy and freedom, the improvement of the inner-party theoretical system, and the interaction and combination with national ideology, Marxist politics can penetrate deeply, take the road of sinicization, take the theory as a guide and integrate it with practice in work, Enrich the forms of democracy, encourage citizens to participate in politics in an orderly manner through effective measures, ensure the legitimate status of the people, and implement democratic elections and supervision.

4.3 Implement the people's dominant position

Leadership is given by the people. No matter what period, the people's status must be respected. As a leading class, we need to strengthen awareness, listen to the voice of the masses, change roles and perspectives in practical work, think about the difficulties faced by the masses, find problems in time, solve problems by diversified means, and then sum up experience to form a service system. By summing up work experience, formulating guidelines and policies to ensure the interests of the people, taking steady and positive measures to implement the people's dominant position and ensure that the people's interests are not damaged. As a ruling party, if it wants to be in power for a long time, it needs to value the interests of the people, rely on the advanced system (people's Congress System), listen to the voice of the people, widely adopt the opinions of the people, and abide by the purpose of serving the people. Practice has proved that only by recognizing the essence of work can we establish the awareness of public servants, dare to emancipate our minds in work and strive to keep pace with the times.

Throughout the development of countries all over the world, systems are changing. No system is perfect and does not need to be changed, because the times are progressing, and of course, systems should keep pace with the times. In practical application, if a system is outdated and does not meet the development needs of the times, it will be eliminated without external force. This is an objective law [4]. In recent years, under the guidance of science and technology, China has made outstanding

achievements in various fields and its international status has been rising. In order to prevent China's development, the exclusive means of capitalism have increased and imposed more restrictions on China. In the new historical period, in the face of different voices of praise and criticism, the dominant position of the masses should not be abandoned. Under the advocacy of Western media, in recent years, China's human rights issues have been amplified, and the cotton incident in Xinjiang has just subsided for a short time. Under the exaggeration of bad media, a few people will be affected, doubt the current political system, and praise western politics. However, in reality, Western democratic politics is obviously out of date. African and Middle East countries are typical examples, such as Iraq and Libya. Instead of democracy, people get constant war, and it is difficult to obtain equality and freedom.

At the beginning of reform and opening up, China's starting point was low, and the poverty rate was more than 30%. However, through years of efforts, we have completed the key task of poverty alleviation. In addition, the average life expectancy and education level of the population have improved. These remarkable achievements, the people's feelings are the most intuitive. State leaders have proposed to formulate clearer plans. In the next few years, China will make full efforts in urban and rural areas, ecological environment and other fields, improve the level of residents' security and improve the quality of medical services on the basis of ensuring the overall elimination of poverty. Objectively speaking, these great practices are the direct results of the Sinicization of political science. I believe that with the dissemination of the Sinicization of political science and the improvement of the theory, it will continue to promote the rapid development of Chinese politics, ensure the rights and interests of the masses, highlight the feelings of a big country, help the national economic development and realize the real democratic politics.

4.4 Create a good political environment

There are many factors to be integrated in the development of Chinese politics. In addition to the objective environment, we should also consider the theoretical basis. The construction of political environment needs the help of advanced ideas. In specific practice, the Sinicization theory of political science can be used as the cornerstone. On this basis, we should strengthen the control of society, avoid the destruction of hostile forces from the source, and protect the achievements of stage victory. At present, China vigorously promotes anti-corruption and has achieved positive results. Practice has proved that anti-corruption is also an important part of shaping and optimizing the political environment, and its role is very significant. With the development of politics, the strength and methods of anti-corruption are constantly changing at this stage. In order to ensure the advanced nature of the system, we need to intensify propaganda against corruption, strengthen the construction of the ranks of political and law in practice, uphold the theory of Political Science in China, give full play to its functions, fully consider the long-term interests,

safeguard the overall situation of reform, and create a standardized legal environment.

5. CONCLUSION

In the new era, every state power should maintain its independence. The establishment of relevant political systems needs to be based on national conditions. The correctness of the theory should be repeatedly tested. Whether the regulation system is advanced is closely related to the rise and fall of the country. China's basic political theory is relatively special, which is the Sinicization of Marxism. Through long-term exploration, gratifying achievements have been made. Reality shows that only by unswervingly following the democratic and mass line can we give full play to the strong advantages of the Sinicization theory of political science and ensure the self extension and improvement of the political system.

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The Rational Introspection and Perceptualistic Turn of Contemporary Sociology

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Abstract: Sociology appeared in the 19th century and belongs to the research of social development laws and phenomena. Many scientists devoted themselves to scientific research. Until the late 20th century, there was a criticism of rationalization, which caused widespread concern in the society.

Keywords: Sociology; Rational Reflection; Perceptual Turn

1. INTRODUCTION

Sociology was mainly shown as rationalization in the early stage of development, when society believed that rationalization was the future trend. However, with the rise of thinking, technology, and economy, rationalization has been questioned, and many scholars have raised questions. For this, a new round of reflection and cognition has begun, which has evolved into a perceptual round of boiling.

2. SOCIOLOGY

2.1 The basic definition of sociology

As the name suggests, sociology studies the issues of social development, which first appeared in the nineteenth century, and philosophy is its essence. The research of this subject exists in many aspects, divided into two categories: scientism and humanism. As well as the research objects of sociology, the objects can also be divided into multiple forms, which can be summarized as: attaching importance to the overall phenomenon of society, attaching importance to individuals and social actions, and other phenomena.

Regarding domestic sociological research, it is different from other countries. After all, it depends on the actual situation. It mainly summarizes the following views: an analysis of the rise and fall of society from a scientific perspective; a summary of the law of general development of society; the development of the law of society as a whole. In view of this, it can be found that sociology covers a wide range and is closely related to everyone, as well as personal opinions and thoughts. Sociology naturally changes with time.

2.1.1 The main research content of sociology

The diversity of sociological research involves both subjective and objective issues, such as: social issues, behavior, thought, and psychology. In addition, the diversity of society also exists in the categories of class, religion, etc. In short, the subject matter is quite wide, and all those involving social behavior can be used as the subject of this study.

2.1.2 Basic principles of sociology

Objectively speaking, the basic principles of sociology can be summarized in a relatively general way, that is, to use scientific methods as the leading factor to explain and

analyze social causal phenomena, and then sort them all to obtain the meaning of human activities, and as an objective existence, they can be used to restrain and stop social behavior [1].

3. THE SIGNIFICANCE OF SOCIOLOGICAL RATIONALIZATION TOWARDS PERCEPTUAL TURNING

3.1 Promote the development of sociology

Sociology is constantly advancing in the development process. Facing the progress of the times, experts and scholars have gradually doubted and criticized rationalization. They believed that the development of trends should be diversified, and then began the theoretical research of sociology. Finding the direction of perceptualism believes that there are perceptual products in society, which can not only drive the awakening of thinking, but also promote the dissemination of social culture, which is a prerequisite for good development in the future. Coupled with the economic abundance that has promoted the material world and spirit of mankind, perceptual thinking has gradually become a ubiquitous phenomenon, and it is also the main carrier of emotional thinking. It can be said that perceptual thinking is the carrier for human beings to enter a higher level of life, and it is also one of the ways to improve the cultural level.

3.2 Adapted to the needs of rapid social development

The emergence of perceptual consciousness gradually competes with rational thinking to open up and compete with each other, so that thinking is no longer rigid and no longer impacted, and has reached a stable state. At present, society, enterprises, and schools emphasize humanized governance, which has also promoted the perceptualistic shift in sociology. Philosophy once proposed to "take the essence and remove the dross." Social development should also be the same. Properly updating traditional thinking and concepts, and adding perceptual theory can bring new vitality into future sociology and play a guiding role [2].

3.3 Promoted the development of social culture

Social development will eventually shift from pure economic development to spiritual culture, material culture, etc., as the main form of social development in the future. However, the theorization of sociology mentioned in the past has limitations. For example, if spiritual culture cannot be enriched and can not be effectively passed on, then social development will be empty and unhealthy, which will not be conducive to future development. When the perceptual theory turns to the new era, it has made up for the problem of cultural inheritance, which is conducive to the healthy and long-term development of social culture, and it has a strong foundation to support it. To put it simply, cultural communication is the foundation of social

development, and it can also be called a phenomenon. So sociologists have begun research in this area and discovered that rationalization needs to turn to perceptualization to solve the current predicament and truly promote culture. spread.

4. THE TURN OF SOCIAL SENSIBILITY

4.1 Social rationalization

Marx Weber, a well-known foreign scholar, has done a lot of research on sociology. He once said that there are many perceptual thoughts in human beings in social development, which are inspired in life. If you want to realize a modern country, you need to appropriately limit perceptual thinking because it has low levels. It is very likely to limit the development of the country because of its impact and impact. Therefore, the treatment of sociology should be rationalized. However, based on the development of rationalization of sociology, many scholars have started new thinking, criticizing and criticizing rationalization. This is because some scholars have discovered that there are drawbacks, and they cannot simply develop rationally. They should start from the perceptual wheel and become a new trend in the development of the times, thereby promoting the promotion of civilization.

4.2 Social Sensibility Theory

In the context of the 21st century, society is developing rapidly. If we want to continue to promote its development, we must rely on the power of culture. In fact, social culture is inconsistent with rationalization, and it happens to be unified with perceptualism. When this contradictory dilemma occurs, scholars have begun in-depth research on rationalization. At this stage, most scholars' research on sociology is biased towards perceptualism, believing that this is the trend of future development. Therefore, the research on the shift from rationalization to perceptualism has been carried out, and the trend of globalization has been determined. If rational blending is adopted, it is not conducive to cultural dissemination, because excessive rationality will reject part of perceptual culture. If it persists, it will be very unfavorable for future development.

5. REALISTIC BASIS OF PERCEPTUAL WHEEL STEERING

Objectively speaking, cultural change is inevitable for the development of the new era. At this stage, informatization and new media have provided assistance for its promotion, and cultural perceptual communication has been formed. We must know that in the past media model, it was

impossible to rely on television and paper quality alone, and cultural dissemination also had limitations and abstractions. Usually, the expression of words is limited in thinking. Even if some works are expressed incisively and vividly, they still cannot break away from the limitations brought about by abstraction. Today's information and digital technology spreads culture widely, and expresses ideas and theories in a richer life, providing a foundation for future development.

And cultural dissemination has perceptual factors, that is, it is highly infectious and covers a wide range. It can mobilize all of the society to participate, so that popular culture will become active and spread widely in a way that people love, which raises the level of thinking. Moreover, unlike the previous text and paper format, it is no longer restricted by ideological and cultural level. The video images added are more intuitive and the acceptance ability is greatly improved. In fact, the public's treatment of perceptualism mainly exists at the level of consciousness. At this time, digital media is needed to further stimulate consciousness. The specific method is to spread videos, texts, pictures, etc. to the masses through pictures and texts to create ideology. And then actively accept the burst of perceptual consciousness. Therefore, the application of information technology takes on the important tasks of the times, displays the culture intuitively and flexibly in front of the masses, and effectively incorporates the members of society into the turning force.

6. CONCLUSION

In summary, social development has promoted the awakening of new ideas and ideas. Those traditional cultures, ideas, and ideas will face reforms and adjustments. In essence, they do not mean elimination, but the reorganization of new ideas to jointly undertake the society. Development, as the so-called road is tortuous, and the future is bright, we should stick to the shift of perceptualism and actively join in new ideas to provide assistance for future development.

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Rethinking And Reconstructing the Practical Teaching Mode Of Ideological And Political Courses In Colleges And Universities

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Abstract: In the process of college student training, it is not only necessary to improve the professional quality of college students, but also to improve the ideological level of college students during the university, promote the improvement of college students' comprehensive ability, and ensure that college students can be competent in related work in the society and contribute their own contribution to the development of society. strength. Therefore, colleges and universities should attach great importance to the development of ideological and political courses in actual work, and enhance students' knowledge of ideological and political courses. Teachers should improve the practical teaching mode of ideological and political courses to ensure that students can continuously improve their own comprehensive quality according to the guidance of teachers in practical teaching work, and lay a good foundation for the future development of college students.

Keywords: College Ideological And Political; Practical Teaching; Reflection And Reconstruction

1. INTRODUCTION

Ideological and political courses are an important part of the teaching work of colleges and universities, which can improve the comprehensive quality of college students and are of great help to the future development of college students. Therefore, the teaching mode of ideological and political courses also needs to be continuously reflected and reconstructed according to the development of society and the changes of the environment, to ensure that the practical teaching mode of ideological and political courses can be consistent with student development and university construction, and then it is necessary for students' personal development and curriculum. The construction of the country has a positive and positive impact. In the course of curriculum construction, teachers should reflect on the current teaching practice, clarify the problems, and reconstruct the practical teaching mode according to the relevant problems, so as to effectively improve the quality of ideological and political curriculum teaching.

2. REFLECTION ON THE PRACTICAL TEACHING MODE OF IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES

2.1 Low student participation

To realize the reconstruction of the practical teaching mode of ideological and political courses, it is necessary to reflect on it, clarify the problems in the past practical activities, and provide a reliable basis for improving the

follow-up work. Low student participation is a common problem in the practical teaching mode of ideological and political courses. Although most students can participate in practical activities, there are still many students who are unable to actively participate in ideological and political courses under the circumstances of many external temptations. In practice. It has caused some negative effects on the development of practical teaching. In addition, due to factors such as school hardware and safety, teachers often choose only a part of students to participate in practical work in practical activities, which reduces the participation of students in the ideological and political class time teaching mode to a certain extent, resulting in the failure of the practical teaching mode. Innovation only benefits a small part of students, which obviously does not meet the requirements of quality education and restricts the development of students.

2.2 Serious intermittent features

The serious discontinuity is also a problem in the practical teaching mode of ideological and political courses in colleges and universities. Teachers must analyze related problems in depth, and then solve them fundamentally. The severe intermittent feature is because the ideological and political courses are not professional courses for students, and the school arranges fewer hours. Therefore, the courses are poorly connected, so that students have a relatively shallow impression of the content of the previous class before the next class starts. Students have an adverse effect on knowledge learning. In addition, due to less class hours, relatively less time left for students to practice, leading to serious performance of the intermittent characteristics of the time teaching mode. Over time, students' lack of interest in participating in practical courses will affect the effect of practical teaching work [1].

2.3 Practical teaching lacks effectiveness

There are problems of lack of effectiveness in practical teaching, which makes the teaching of ideological and political courses ineffective and can not effectively improve the ideological level of students. In the inspection work, colleges and universities mainly examine the students' theoretical mastery scores. Therefore, colleges and universities will reduce their investment in practical teaching in actual work, which will reduce the quality of practical teaching. In addition, in the practical teaching work, teachers only teach the students what they know, but they do not check whether the students can fully accept the relevant knowledge. In this case, although students can actively participate in the practical work of ideological and political courses, they cannot summarize their own gains

after participating, which reflects the lack of effectiveness of practical teaching work.

3. RECONSTRUCTION OF THE PRACTICAL TEACHING MODE OF IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES

3.1 Increase the application of information technology

After clarifying the shortcomings in the actual use of the practical teaching mode of ideological and political courses, teachers should reconstruct the practical teaching mode based on the problems in the past work to ensure that the work of the ideological and political practical teaching mode can play an important role in improving the overall ideological level of college students. In the reconstruction of the practical teaching mode of ideological and political courses in colleges and universities, teachers should strengthen the application of information technology, use pictures, videos, etc. to effectively attract the attention of students, make them actively participate in the teaching classroom, and enhance the broadness of student participation. In addition, strengthening the use of information technology can reduce school conditions and safety restrictions on practical activities, ensure that practical teaching can be carried out smoothly, and ensure that every student can participate in practical teaching [2].

3.2 Highlight the main role of students in the classroom

After reforming the teaching concept, teachers should highlight the student's dominant position in the reconstruction of the ideological and political curriculum practice teaching mode, and realize the improvement of students' learning initiative by highlighting the student's dominant position in the classroom. After proposing the main status of students, teachers should clarify the relationship between themselves and students in the classroom, play their own guiding role, guide students to correctly understand the development of classroom construction, so as to enhance student autonomy. In addition, when highlighting the student's dominant status in the classroom, teachers should choose practical topics that students are interested in to ensure that students can actively participate in the practical teaching work under this theme, reflect the student's dominant status, and ensure that students can be in a good teaching atmosphere. Strengthen the learning of ideological and political practice knowledge.

3.3 Make a good connection between theory and practice

In the process of restructuring the practical teaching mode of ideological and political courses in colleges and universities, teachers should pay attention to linking theory and practice, carry out practical teaching based on theoretical knowledge, and guide students to apply the theoretical knowledge explained in the practical teaching process to promote students' theoretical achievements. And a substantial increase in practical results. Under the current situation, colleges and universities should pay attention to the innovation of theoretical teaching content in accordance with the actual situation, so as to ensure the effect of theoretical teaching. In this case, the content and form of practical teaching should also be innovated accordingly, so as to realize the purpose of reconstructing

the practical teaching mode of ideological and political courses in colleges and universities.

3.4 Strengthen protection and supervision

In practical work, colleges and universities should attach great importance to the development of practical teaching of ideological and political courses, strengthen supervision of them, and provide reliable guarantees for them to ensure the efficient and orderly development of teaching. In actual work, colleges and universities should pay attention to setting up an ideological and political practice teaching management team, which is responsible for the management of the ideological and political curriculum practice teaching work, coordinating the work between various departments, and providing a stable supply of resources for the development of practical teaching. Moreover, the supervision department should analyze the problems in the practical teaching of ideological and political courses, analyze the specific causes of the problems, and improve the work through targeted measures to avoid problems caused by human factors, teaching resources and other factors, and ensure ideological and political practice. The quality of teaching work [3].

4. CONCLUSION

The practical teaching mode of college ideological and political courses determines the teaching quality of the course and directly affects students' academic performance. Therefore, in actual work, teachers should pay attention to the analysis of the shortcomings in the past work, strengthen the construction of teaching mode, and then improve the practical teaching level of ideological and political courses. In actual work, teachers should be aware of the impact of low student participation, serious intermittent courses, and practical teaching defects, and carry out reconstruction of the practical teaching model based on the problems that arise. In the reconstruction of the practical teaching model, teachers should strengthen the application of information technology, highlight the main role of students in the classroom, strengthen the connection between theory and practice, enhance the supervision of students, and effectively improve the work of ideological and political practice teaching. quality.

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Research On the Cultivation of University Students' Struggle Spirit In The New Era

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Abstract: National independence and prosperity of the country have always been the direction of our country's development, and at the same time the goal of our country's hard work. The spirit of struggle has always been the traditional virtue of the Chinese nation, and it is also the fine tradition of our party's development. Based on this, it is also to cultivate the spirit of struggle for contemporary students A prerequisite for a country's prosperity and independence. Based on this, this article conducts research on the cultivation of the spirit of struggle for college students in the new era, mainly analyzing the concept of the spirit of struggle, starting from the relevant importance and necessity, combining the current development form, and studying the current situation of the cultivation of the spirit of struggle. Therefore, choosing suitable training methods and applying corresponding methods to lead the development of our country's college students, so that they can contribute to the country's prosperity and strength, which also enhances students' patriotism.

Keywords: New Era; College Students; Cultivation Of Striving Spirit

1. INTRODUCTION

With the continuous change of the country's development direction, people's thinking has also been continuously improved. The current era has also become the era of development for our country's strugglers. The next era is the era of building a spirit of struggle. In order to meet our own needs, we must strive. The inheritance and promotion of the spirit of struggle by young people in our country is the development demand of the current era, and it is also the establishment of the spirit of struggle. For the people of our country, we know that the development of the times is inseparable from the struggle of people, and if we want to achieve our goals, we must struggle. At the same time, there is no good way for the world to reap the benefits. Therefore, struggle is the ultimate goal of our people. Five thousand years in China, in the long river of history, combined with relevant records, the people of our country are deeply aware that the struggle is the foundation of national development. The spirit of struggle has now been engraved into the blood of our people, so it is also integrated with the national spirit. In the new era, changes have taken place at home and abroad, especially in terms of the situation. Therefore, in order to complete the arduous task of national development, we must persist in the spirit of struggle.

2. THE MEANING AND VALUE OF THE SPIRIT OF STRUGGLE

The spirit of struggle is of great significance and value to China. From ancient times to the present, material

conditions have been constantly changing, but the spirit of struggle has remained essentially unchanged. It has only been given different forms, but it has transformed the world and played a huge role. Therefore, the essence has changed, but the spirit of struggle is still irreplaceable.

2.1 Meaning

There are different forms of struggle spirit in different eras, but the essence does not violate the spirit of struggle, which includes the spirit of struggle, struggle, hard work, and dedication. Only with twists and turns can we advance and develop, and we can walk the road of life carefully, but it is inevitable that we will encounter stumbling blocks. Success is unpredictable. We must bravely fight to make choices, stand up to the enemy, and shed our blood for the country, in exchange for a peaceful era. This achieves a state of ease, takes up responsibilities, assumes high hopes, bravely stands in the face of danger and fights desperately with death, and fights bravely without fear of hardships and dangers.

Do your best to strive for progress, strive unrelentingly for the goal, to forge ahead, to contribute to the struggle of life, from the perspective of history, even if you have a stable and comfortable life, you must not relax, and still work hard to achieve a happy goal.

Marx once pointed out that the unremitting struggle and the courage to fight should be manifested in practical actions, so that efforts can be manifested. Only by the unity of knowledge and action can we understand the world, reach an agreement between the spirit of struggle and practice, and truly change the world, but we should not rush forward, but should follow the laws of things, proceed from reality, and take every step of life well. With the support of self-ideal and belief, seek truth and be pragmatic, develop positively, change psychological state, and improve ideological construction.

Different times have different responsibilities, and the spirit of struggle will be realized in all aspects. You should dedicate your life at any time to realize the lofty ideals of communism, and strive for it, dare to complete its mission and fulfill its obligations, and inevitably have to dedicate yourself. , While gaining experience in constant loss.

2.2 Spiritual value of struggle

The spirit of struggle requires hard work in order to change the strength and advance the times. Persist in developing and growing, making the right choice, relying on hard work to create myths, and in the face of difficulties, overcoming hardships and realizing oneself. Constantly striving for self-improvement, the heavens will come to the fore and the people of Sri Lanka must first suffer from their will, work their muscles, and hung their bodies. This is also the basis for advancement and development. Only by continuous struggle can we succeed and the nation can

grow.

The Communist Party of China was born in peril. The great revolutionary struggle strengthened its ideals and beliefs, experienced hardships, won victory, established a new China, and led the people to transitional development. Therefore, it also launched a struggle, opened a road to success, and established a socialist economic system. , Faced with a severe situation, boldly play in order to open up the cause and build the road to success. The spirit of innovation is the embodiment of the struggle spirit of the Communists, no matter what period, they have shown a positive outlook.

The spirit of struggle is a process of arduous struggle. We must relay our efforts and work hard around a goal to work together. Under the leadership of the party, we will unite and work hard to take responsibility for the Chinese people, solve any problems that affect the people, and face environmental problems. Work hard to overcome hardships, be diligent and thrifty, oppose waste, and be proactive in the face of challenges in the new era. Continuously consolidate the development of socialism with Chinese characteristics.

3. AN ANALYSIS OF COUNTERMEASURES FOR CULTIVATING THE STRIVING SPIRIT OF COLLEGE STUDENTS IN THE NEW ERA

3.1 Cultivate from oneself

First, learn the theory of the spirit of struggle, establish beliefs, and change the correct understanding. Understand the spirit of struggle through classics, and on the other hand, understand the modern background and show a correct understanding. Having ideals and beliefs is motivation. Young people are the future builders and successors. They should consciously build and develop and become a wrench in promoting society. Second, based on practice, forge ahead. The essence of life is practice, and practice is the only criterion for understanding and testing truth. Therefore, it is important to establish a concept of practice. On the one hand, spiritual thinking can also cultivate correct understanding; on the other hand, actively participate in practical activities and dare to point out social phenomena to motivate oneself and complete the goal plan [1].

3.2 Transformation of ideas

First, improve literacy and change concepts. Parents should establish a spirit of struggle, keep advancing with the times, learn actively, update concepts, recognize differences, improve thinking and progress, not be spoiled, and proceed from reality to establish ideal goals for life, help plan goals, and encourage striving and enterprising. Second, pay attention to family traditions and cultivate family rules, which are formed over time. A good family

style can help students build their mental state; at the same time, they can also help build good living habits and establish life goals. Excellent house rules restrict children's behavior and help children clarify the bottom line. Attach importance to the integration of traditional family style and social values to create an excellent family style; on the other hand, it pays attention to the elders and the teaching of their children. The effect is deeply rooted in the hearts of the people. While doing a good job of oneself, it also supervises and educates children in order to correct wrong behaviors [2].

3.3 Improve education methods

First, improve education methods, use technology, and cultivate a spirit of struggle. First of all, starting from the life of students, raising interest is used as an educational content to deepen the understanding of the spirit of struggle. Secondly, use multimedia teaching methods in the classroom to help students feel the spirit of struggle and establish a concept of struggle. Second, increase the construction of the spirit of struggle and attach importance to the implementation of the spirit of struggle. Carry out diversified activities, by understanding students, improving the reward mechanism, stimulating students' awareness and participating in innovative activities. Secondly, attach importance to practical activities, organize practical activities, increase inspections of practical content, and pay attention to students' experience and changes.

4.CONCLUSION

In summary, the cultivation of the striving spirit of modern college students should be carried out in accordance with the actual situation of the students, so as to improve this work.

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Connotation And Construction of Social Service Function In Higher Vocational Colleges

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Abstract: The social service function is higher vocational colleges to meet the needs of regional social economy and their own development. With the sustainable development of national economy, it is of great significance for higher vocational colleges to give full play to the social service function. This paper first explains the connotation of social service function in higher vocational colleges, and discusses the concrete construction approaches of social service function.

Key Words: Higher Vocational Colleges; Social Service Function; The Construction Way

1. INTRODUCTION

Higher vocational colleges shoulder the educational task of training professional and technical talents. With the proposal of "Made in China 2025" and other strategies to strengthen the country, higher vocational colleges need to cultivate more talents in line with the needs of social and economic development [1]. At the same time, due to the increasingly fierce enrollment competition, the number of school-age students continues to decrease, and the individual needs of students continue to increase, it is necessary for higher vocational colleges to change from traditional scale expansion to connotation development in order to achieve long-term development. In this context, the social service function of higher vocational colleges becomes more and more important. Why and how higher vocational colleges serve the society are worth thinking about.

2. CONNOTATION OF SOCIAL SERVICE FUNCTION IN HIGHER VOCATIONAL COLLEGES

In recent years, China's higher vocational education is booming. In order to adapt to the demand of social and economic development for professional and technical talents, the scale of higher vocational colleges continues to grow, which provides development opportunities for higher vocational colleges on the one hand, but also makes higher vocational colleges face certain challenges. The Higher Education Law clearly points out that the purpose of higher education is to serve the socialist modernization construction, and the fundamental task is to train highly skilled talents with innovative spirit and ability to promote the socialist modernization construction [2]. As an important part of higher education, higher vocational education always adheres to the concept of "service as the purpose" and serves the socialist modernization. For higher vocational colleges, cultivating talents is the foundation of establishing colleges, scientific research and development is an important way to enhance competitiveness, and social service is a key means to increase attraction. According to the president of the University of Wisconsin, teaching, research and social

service are the three main functions of a university in modern society. Based on the support from all walks of life, higher vocational colleges have the obligation and responsibility to provide comprehensive service for the society. At the same time, higher vocational colleges train professional and technical talents in line with social needs, and pay attention to the cultivation of students' technical application ability. The ability of "double-qualified" teachers can provide professional services for enterprises. In addition, higher vocational colleges are equipped with teaching places, teaching facilities and rich teaching resources, which can provide better service for social enterprises.

3. SPECIFIC CONSTRUCTION APPROACHES OF SOCIAL SERVICE FUNCTION IN HIGHER VOCATIONAL COLLEGES

3.1 Provide good guarantee for staff to participate in social service

The development of teachers in higher vocational colleges needs to be supported by corresponding ways to improve their professional practice ability. At present, some higher vocational colleges take on-the-job internship and teacher training as channels for teachers to obtain credits in continuing education. Only by constantly enhancing teachers' theoretical and practical ability can they participate in social services more. Higher vocational colleges also need to promote social service, formulate a supporting incentive system, improve the enthusiasm of teachers to participate in social service, so that teachers will devote more energy to social service, from which they can get a sense of achievement. At the same time, the social service functions of higher vocational colleges should be divided in detail and clearly assigned to subordinate departments and secondary colleges. For example, the employment Coordination department is responsible for employment contribution, while the scientific research coordination department is responsible for technical service contribution. Each functional department plays a leading role and coordinates the work of talent cultivation, employment guidance and vocational training of secondary colleges and universities. In every link of daily work, the concept of social service is constantly permeated, so that teachers and students form the consciousness of social service imperceptively.

3.2 Set up characteristic majors to improve school identification

Regional economic development is closely related to specific industries in the region, and some higher vocational colleges have enterprise background. Therefore, it is necessary to make full use of this characteristic in the development process to understand the demand for talents in the regional industry. At the same

time, in the process of expanding the scale, it is necessary to retain and vigorously carry forward the characteristic specialty, reflect their own advantages in the exhibition industry, and provide better service for the society. In addition, higher vocational colleges should also make active use of regional social organizations and information platforms to combine characteristic majors with talents and technical needs of local industrial groups, and promote the integration and exchange of the two as well as industry-university-research cooperation. At present, many higher vocational colleges have set up "order classes" to meet the needs of enterprises, which is the outcome of this background. For higher vocational colleges with strong competitive advantages in featured majors, they can dig into relevant resources, do a good job in maintaining featured majors, and vigorously develop featured majors, which plays an important role in improving the school's attractiveness and social influence, and reducing the occurrence of professional homogeneity.

3.3 Innovate social service models

In 2019, the Government Work Report of The State Council gave specific instructions for the expansion of students in higher vocational colleges. In addition to ordinary college entrance examination graduates and students from "three schools" in the past, laid-off and unemployed people, retired soldiers and migrant workers were also included for the first time, and the number of expansion is expected to reach one million [3]. This again reflects the important position of vocational education, but also pointed out the specific ways of social service in higher vocational colleges. In this context, higher vocational colleges should actively respond to national policies, give full play to their professional advantages, cooperate with the task of expanding enrollment and training, and further expand the scope of social services in higher vocational colleges. For example, for closely connected large-scale factories and enterprises, we can jointly establish the "order class" talent training mode for the target of enrollment expansion through consultation, and regularly send teachers to the door to increase attractiveness. As such students usually face the pressure of family economic burden and improvement of technical ability, the training mode of "order class" can provide opportunities for them to learn professional skills and obtain vocational education, and also provide more talents for enterprises to meet their talent demand.

3.4 Promote school-enterprise cooperation

Strengthening school-enterprise cooperation is the key requirement of higher vocational education reform. In

response to this call, higher vocational colleges should actively build various service exchange platforms in order to deal with the service information in time and fundamentally solve the lack of information in the process of teachers' social and technical services. At the same time, the common interests in the process of school-enterprise cooperation will be deeply explored, so that teachers will actively lead students to participate in the social service of enterprises, promote the virtuous circle of cooperation with enterprises, provide solutions to the problems in production, technology, transformation and other aspects of enterprises, further broaden students' horizons, and gradually form innovative thinking. At the same time, higher vocational colleges vigorously promote the concept of social service, form the atmosphere of social resource service, encourage teachers and students to participate in social welfare training and volunteer activities, in this process, on the one hand, complete the social service function, on the other hand, it is also conducive to the formation of students' social responsibility.

4.CONCLUSION

To sum up, it is an important link to promote the connotation construction of higher vocational colleges to give full play to their social service functions, which can obtain social support as the driving force for better development. Higher vocational colleges need to create guarantee conditions, set up specialty with characteristics, innovate social service model and promote school-enterprise cooperation as the starting point to constantly improve social service functions and win more space for their own development.

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English Requirements and Translation Skills Based on the Perspective of Marine Ecology

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Abstract: As the origin of human life, the ocean contains abundant natural resources, such as natural gas, oil and so on. However, with the destruction and unleveraged exploitation of the marine environment, the ecological environment of the ocean is becoming more and more fragile. Combined with the reality of the depletion of land resources, all countries have increased the protection of the marine environment. Today, when marine ecology is becoming more and more important, English translation should consider ecological issues more. Based on the concept of marine ecology, this article puts forward some English translation skills and suggestions.

Keywords: Oceans; Environmental Protection; English Characteristics; Translation Skills.

1. INTRODUCTION

The 21st century has become the ocean century, with its arrival, the importance of the ocean is no longer only reflected in the production and life of people, but also to measure a country's overall strength and weakness of an important standard. Taking the history of the world as an example, we can see that from the former maritime hegemony of Portugal, Spain to the former British, to the superpower of the United States, these world powers all control the sea, whose development history is actually the history of the development of the maritime power (Zhang *et al.*, 2001). In the face of the gradual depletion of land resources and increasingly complex international environment, countries in order to achieve development and maintain their international status have focused on the oceans (Lu, Tian, and He, 2019). Therefore, strengthening the management of the oceans and the marine environment protection has become a unanimous choice (Guswa, Rhodes, and Newell, 2007).

2. THE EXISTING PROBLEMS OF MARINE ENVIRONMENT IN OUR COUNTRY

Seawater Pollution Is Serious

Pollution of marine water bodies can be said to be the primary problem of China's marine environment, according to authoritative investigation, in the past ten years, China's near-shore water quality has plummeted. According to the State of the Marine Environment Bulletin, issued in 2019, in China, sea areas that meet the first category of sea water quality standards account for about 85% of the total sea area, while the second, third and fourth categories account for 8.3%, 4.8% and 1.9% respectively. Although the situation is not very serious in proportion, the area of the sea area, the area below category I, exceeds 100,000 square kilometers (Zheng *et al.*, 2012).

Significant Reduction in the Species of Life in the

Oceans

At the beginning of the 21st century, according to authoritative statistics, there were more than 20,000 species of organisms in the sea area of our country, including cherished species. However, under the role of marine industries such as biopharmaceuticals and fisheries, people blindly pursue profits, resulting in a sharp decline in fish stocks in the sea, and many species are even in danger of extinction. As a result of changes in water quality, fish, whales, shrimp and corals and seaweed began to die in large areas. As a result, marine species, which were already sparsely populated, are on the brink of extinction, while long-standing species are becoming rare species.

Sediments in the Ocean Are Constantly Piling Up

In our country, many big rivers and rivers finally sink into the sea. The sedimentation situation in each river is very serious, so many sediments accumulate in the mouth of the sea, so that the navigation of ships has been affected. Take the Yangtze River as an example, on average, the upstream to the downstream transmission is nearly 500 million tons of sediment each year, and more than half of the sediment will be deposited in the mouth of the sea. It is well known that large ships for the water level requirements are very strict, so the continuous accumulation of sediment in the ocean, so that large cargo ships have to take advantage of the tide difference in order to successfully pass through the sediment more sea.

The Ecological Environment in Coastal Areas Is Becoming Increasingly Harsh

The overexploitation of reclamation in coastal areas directly leads to a significant reduction in the area of beaches and wetlands in China, which in turn causes serious damage to the ecological environment of the area, and the species and number of plants and animals are plummeting. Taking the common mangrove forests in the southern part of Our country as an example, its main growth is painted along the beach. In the middle of the last century, mangrove forests in China reached an area of 50,000 hectares, after a long period of logging and reclamation, there are only more than 20,000 hectares left. In fact, mangroves have not only shrunk in size, but have also under drowned, and leafy mangroves have become rare, replaced by bush-like ones. A significant reduction in the area of coastal plants will greatly affect the ecosystem, animals will lose their habitat, many plants will be extinct, and, accordingly, will cause harm to human life and property safety.

The Frequency of Marine Disasters Is Increasing

According to the Marine Disaster Bulletin released in 2019, there were 219 marine disasters in China in 2019,

including red tides, waves, 2019 storm surges, etc., resulting in economic losses of more than RMB 20 billion, resulting in 93 deaths, a significant increase over the average loss in recent years. These data fully illustrate that human overexploitation of the oceans has made the marine environmental environment increasingly serious and has threatened the safety of people and property.

3. THE MARINE ENVIRONMENT DEPARTMENT DEALS WITH THE CHARACTERISTICS OF ENGLISH

The ocean is a flowing body of water, strictly speaking, the protection of the marine environment has no national boundaries, and with the world's attention to marine issues, for the marine environment sector, the frequency of the use of English processing business is also higher and higher, in summary, the English language involved has the following characteristics.

Involves a Comprehensive Range of Disciplines

As mentioned above, the complexity of marine environmental problems is strong, not only to summarize the status quo, analysis of the causes, but also to propose corresponding solutions, in the process involving many professional fields, such as physics, chemistry, geography, biology, mathematics, computer, economics, finance and so on. This requires the staff of the marine environment department to have a wealth of environmental knowledge, and many environmental vocabularies, only in this way, can easily read and translate the English documents encountered in the work.

More Time-effective

The so-called statute of limitations refers to the role that an act can play in a certain period of time. In this day and age, human access to information is becoming wider and wider, no matter where on the earth, human beings can timely access to information sharing from all over the world. At present, the marine environmental problem has developed into a global problem, and more attention has been paid to how to achieve cooperation among peoples in the management of the marine environment than to the environmental problems that occur all the time around the world. In practice, the most frequent occurrence is nuclear pollution and oil spill cases, often occurred in a certain area of the spill is caused by foreign vessels, so the Knowledge of English, can help the marine environment department to quickly understand the scene of the accident and even in the development, transmission of scientific treatment programs.

Words Are Precise and Concise

The English used in marine environment science can be classified as scientific and technological English, because of its scientific and technological nature, resulting in the style of style simple, and more concise less modified statements, but plain and plain. In addition, because the marine environment news and related literature, are objective investigation, research, so often not more use of subjective phrases, such as "I think" and so on, but tend to use passive statements, objective statements of problems and facts.

4. THE SIGNIFICANCE OF MARINE ENVIRONMENTAL PROTECTION WORK

Since the 18th National Congress of the Communist Party of China, we have formally put forward the initiative of protecting the marine ecological environment, improving the efficiency of marine resources development and developing marine economy. At present, the available land resources are very limited, so the development to the ocean has become our country's choice, but to explore the ocean and develop and utilize the ocean, the first task is to ensure the marine environment, make it more appropriate. **It Promotes the Development of Our Country's Economy**

In the final analysis, the development of marine economy is based on the development of marine industry, in order to make marine economy always occupy an important position in China's economy, first of all, we must pay more attention to marine industry. Overfishing has not only led to a sharp decline in the number of marine organisms but has also affected the ecological diversity of flora and fauna. Unsealed fishing can only lead to a temporary harvest and will lead directly to the decline of fisheries, with countless fishermen facing unemployment, which would be a huge economic blow for countries at sea. Scientific and planned fishing can not only guarantee the reasonable living space of marine life, but also guarantee the steady growth of China's fishery economy, and ultimately contribute to the overall growth of the national economy.

On the other side, the development of marine environmental protection can also reduce China's treatment of marine disasters and pollution control. As mentioned above, every year our country suffers huge economic losses due to marine disasters, and the higher the frequency of marine disasters, the higher the related expenditure. In fact, the expenditure of nearly 20 billion yuan is a great expense for China's fiscal expenditure, if the funds are spent on the protection of the marine environment. It can actually improve the marine environment and bring greater economic benefits to the country.

The Development of Human Living Space Plays a Role in Safeguarding

The ocean is the origin of living things, but also the earth can expand the last living space. For those living near the sea, the sea is the material security on which they depend and can solve their living problems. Relatively speaking, the population of China's coastal areas is very large, if the marine environment serious pollution, resulting in the destruction of the marine ecological cycle system, then the situation of coastal areas will face a huge threat to survival and development, so the protection of the marine environment is actually in accordance with the requirements of China's national conditions.

According to China's State of the Environment Bulletin, issued in 2019, industrial and erythroid sewage is also known as an important source of marine pollution and contains highly toxic substances such as oil, mercury and phosphorus. For marine life, they depend on seawater to survive, absorbing all the beneficial and harmful substances in the sea. Fish, shrimp and crabs, as a favorite marine product, are killed directly in part by changes in

the marine environment, while others are lucky to survive with biological mutations, which can have a huge impact on their own health once humans eat them. Therefore, the protection of the marine environment is the protection of human beings themselves, only the marine ecological system to achieve the circulation of conscience, human survival and development can be sustainable.

And the marine environment is not only related to human life and health, but also closely related to human development. As a whole, the ecosystem of the ocean not only contains the water environment inside the ocean, but also includes the atmospheric environment above and the seafloor environment below. In addition to the destruction of marine ecosystems by waste emissions, overfishing and air pollution, we should not lose sight of the effects of wetlands and beaches on ecosystems. The activities of making fields around the sea make the beach, wetland area significantly reduced, coral reefs, mangrove forests due to lack of living environment, the area is also shrinking, due to the lack of plants on the embankment to play a protective role, in the typhoon-infested areas, seasons, coastal plants, houses will be uprooted by strong winds. The excessive reduction of the area of the beach-coated wetland not only destroys the natural landscape, but also greatly weakens the important role of regulating the climate and protecting the embankment.

In addition, it is worth noting that because the climate in coastal areas is more comfortable and economically developed, it has attracted many foreigners to live, resulting in a sharp increase in the number of people, explosive growth leading to the shortage of living space, environmental degradation, and gradually play a role in restricting human development. Therefore, we must advocate citizens to establish a correct concept of marine environmental protection, in the human and marine environment between the establishment of a benign interaction between the coastal areas to ease the pressure on the population, only in this way, in order to achieve the overall development of society.

It Strengthens the Protection of Our National Security

National security includes not only national sovereignty, territorial integrity, external inviolability and internal stability, but also economic and social development, individual survival and development, and ecological environment security. The ocean can provide great resources for the development of our country, as the last living red arrow of mankind, the good environment and safe ecology of the ocean is an important component of national security, and has a great influence on the future development.

There are very rich resources in the ocean. In order to pursue economic development, many countries ignored the overexploitation, pollution of the sea water behavior, serious damage to the marine environment. In fact, the deterioration of a country's internal environment will lead to a very aggressive country, in order to make up for its domestic ecological defects, and then use the concealment of environmental pollution, and even lead to environmental pollution in other countries, environmental degradation methods, but the end result of these practices

has only led to the incandescent global competition for resources. As a major maritime country, China has a very good marine resources, in the international community's envy of the eyes, but also let some ulterior motives of countries to play our country's marine resources crooked ideas.

With a land area of 9.6 million square kilometers and a population of 1.3 billion, a country of this size needs more resources to support it if it is not protected and will soon be depleted. By then, my country will be unable to develop or challenge challenges from other countries. Therefore, the protection of China's marine environment, rational development and utilization, reduce marine ecological disasters, to provide marine resources with good living and growth space, can guarantee China's sustainable development of marine resources, sustainable use, and thus to protect China's national security and international status.

5. SKILLS IN ENGLISH TRANSLATION BY THE MARINE ENVIRONMENT DEPARTMENT

Make Adequate Preparations Before Translation

For other countries newly promulgated marine environmental protection regulations or the latest environmental protection methods, because of its strong professionalism, so avoid picking up the text directly to start translation, otherwise the translation results are not only empty, but also cannot convey the spiritual connotation of the creator, publisher. Therefore, before carrying out the translation work, we should have a basic understanding of the background of the translated content, and prepare a professional dictionary, reference to the relevant books, to ensure the fullness of the preparation.

To Achieve Excellence, Avoid and Over

In the process of translation, encounter professional content, if not fully understood, absolutely cannot rely on the general feeling on the final version, but to consult the dictionary, information, to ensure a complete understanding of the meaning of words or phrases, and then combined with the context of the article, determine the meaning of words, to avoid the deviation in the meaning of the text, in the process of translation of this kind of small details cannot be ignored.

Be Flexible with All Kinds of Translation Methods

The first meaning of translation is to pass the content of the original text to the reader, not to speculate, to add too much color to the translation. For statements that need to be concise, it is necessary to express their meaning directly and clearly, without the need to use translation methods to complicate them, mainly respecting the scientific nature of knowledge about the marine environment. For the orange structure of the more complex statements, on the one hand, to deconstruct the sentence structure, on the other hand, to combine the text, to ensure that the international marine environment information is transmitted to the people.

Careful Proofreading of Translations

As an important bridge to communicate the protection of the marine environment at home and abroad, the marine environment department is responsible for the important task of chatting at home and abroad. Therefore, in the text

translation, we should pay attention to the text proofreading work.

Text proofreading is very important. After the translation of the text, must be checked many times, read the translation many times, modify the sentence which is not read smoothly enough, does not conform to the expression habits, the text to modify. The completion of a translated text requires multiple modifications to achieve excellence.

6. CONCLUSION

Marine environmental problems originate from the excessive consumption of the ocean by human beings, and their production not only seriously threatens the survival of marine life, but also affects the survival and development of human beings. At present, the protection of the marine environment has become a common problem facing the whole world, and the timely discovery and recognition of the importance of existing marine environmental problems is a prerequisite for marine conservation work. For the marine environment sector, it is precisely because of the international nature of marine affairs, for their English level and translation skills have higher requirements, in this case, the relevant staff are required to fully understand the characteristics of marine environmental issues translation, and combined with translation skills, for the common protection of the world's marine environment to build a good bridge.

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The Influence of Different Temperature and Humidity Caused by Climate Change Environment on Athletes' Physical Exertion

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Abstract: One of the outstanding features of modern sports is the struggle against fierce fighting. Sport is a sport aimed at shooting, attacking, defending quickly, changing forces, adversary physical fitness and technology. Physical training in universities is also an important component of the sports training system, through different temperature and humidity climate environment for sports physical training can also be better found and trained excellent sports talent, can enhance the professional skills of athletes, so that athletes get more comprehensive development, so the university should attach great importance to the training of young reserve talent, as an important strategic measure for professional promotion. This paper, through the consumption and athletes' participation in physical training under different temperature and humidity caused by climate change, discusses the shortcomings and related problems of athletes' participation in physical training, and puts forward some reference opinions, so as to lay a foundation for athletes to learn more comprehensive techniques and tactics when participating in sports training under different temperature and humidity climates.

Keywords: Air Humidity; Climate; Athletes; Sports Consumption.

1. INTRODUCTION

Different temperature and humidity climate athletes to participate in physical training motivation college students are in the physical development period, relative to simple physical fitness exercise, the use of scientific sports, stimulate the interest of college students sports, so that they actively participate in physical exercise, can strengthen the physical fitness of college students to improve, help them health, scientific growth. And held a good university physical training, can increase the interaction between college students and teachers, the emotional relationship between teachers and students heating up, students will be more in line with the teacher's work progress, better complete teaching tasks, to achieve the role of learning sports to promote each other (Zhu, 2020). However, there are still many shortcomings in the teaching process of university physical training in different temperature and humidity climates. The purpose of this thesis is to put forward the opinions and significance of regulating physical training in universities, not only to cultivate the participation of college students in physical training, but also to promote their all-round

development. Therefore, the research of this paper on different temperature and humidity climate, the development of physical training in universities to carry out their own consumption, explore the current situation of its development, find out the factors restricting its development, and find out the shortcomings. The factors that restrict the teaching process of physical training in universities are inseparable from the allocation of equipment, students' love of sports, the resources of teachers equipped with schools, whether there are rich teaching organizations, and the policy approach waits for several factors. In this paper, the above factors to carry out their own research, in order to improve the different temperature and humidity climate of the university physical training to provide a scientific basis for promoting the development of its university sports.

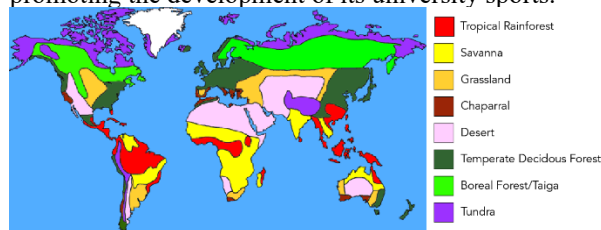


Figure 1. Distribution map of high temperature and humidity climate

As shown in Figure 1, the impact of climate change is multi-scale, all-round and multi-level, with both positive and negative impacts. However, its negative impacts are more concerned, as it is an important issue related to human health and survival. We should follow the relevant rules to carry out all human health related research, especially the scientific research work of this project. But not all individuals have a consistent response. They think, the response that weather element causes to human body stimulation depends on individual circumstance, still depend on individual psychology state and constitution. The best way to effectively protect oneself is to protect the earth's atmosphere and ecological environment and create a good living space.

2. RESEARCH OBJECTS AND RESEARCH METHODS

2.1 Subjects of Study

In this paper, the physical training and difficulties encountered in different temperature and humidity climates are put forward. Taking physical training as the research object, we explore the current situation of

physical training development, find out the factors restricting its development, and make suggestions on the shortcomings found. The aim is to solve several problems, such as whether the publicity efforts carried out by physical training are in place, whether the relevant school groups' understanding of physical education is in place, whether the importance of sports leaders is in place, and so on, in the hope that the scientific reform of physical training in the future can provide information and data support.

2.2 Research Methods

I have adopted the following reliable methods for this consumption of conventional methods, complete and comprehensive participation in all methods to the physical training of the field examination, methods and roles are as follows: Literature method: Literature research method is through the search and study of existing literature to obtain the corresponding information, and then come to a thorough, accurate understanding of the relevant information to grasp the issues to be studied. According to the research object and subject, I search and consult through the relevant literature provided by the network materials and schoolbooks. Excerpt the relevant arguments. The theory provided in the literature is comprehensive and persuasive. Control data can be obtained to help master the overall appearance of things. Questionnaire consumption method: Physical training in different temperature and humidity climates was studied. The total consumption of 20 people, its college students 17 people, coaches, and leaders 3 people. Using questionnaire consumption, field visits and reference methods to carry out statistical analysis of data, for the improvement of physical training in different temperature and humidity climate environment, put forward a new idea, which is also the innovation point of this paper. Field studies: It took a week, 6:00-7:00 a.m., 4:00-5:30 p.m., and at different times, the men's field trips were carefully observed, and the men's basketball team's physical training and physical construction were conducted to obtain the latest, most effective materials and information. Statistical statistics: The information and data obtained are classified in a comprehensive way, and tables are listed for data calculation, which visualizes the amount and extent of data displayed in the consumption results.

3. THE STATUS QUO OF TRAINING IN DIFFERENT CLIMATIC ENVIRONMENTS

We can know in the ordinary life experience and various types of sports in the technical requirements of more, the requirements of athletes are also much more complex. Sports athletes need to take their strength and speed to a level of proportion. Therefore, in competitive sports, is the whole process of athletes' strength and speed requirements are very high. In the competition, continuous and rapid sports require athletes not only to have good skills and tactics, but also to have the special strength required for sports physical fitness and strength speed strength endurance. Only when dedicated practitioners continue to increase their maximum strength and allow their speed to remain explosive throughout the race can they master the sport and achieve the desired results. It is very difficult to

achieve the highest level of physical strength and speed endurance for simple physical strength and speed endurance, both of which are required to break through.

3.1 Fast Strength Training Such as Variable Speed Running and Intermittent Running in Different Temperature and Humidity Climates

For running at variable speed, the effect of the interval running training method (Wang, 2020) is particularly obvious. For continuous speed changes and intermittent running, while in the intensity change in the physical fitness training, breathing will continue to increase, athletes' heart and lung function at the same time in the exercise and improvement. Athletes in the constantly changing speed of running training, the joints and organs will begin to increase the power to run, the heart blood supply speed will certainly increase speed, long in this way, the heart function will continue to strengthen, the heart will be exercised, its area will continue to increase, due to the increasing output of blood, blood vessel strength, thickness and blood transfusion capacity is also increasing, the entire cardiovascular system synchronous evolution, to achieve blood supply capacity and strength will also continue to enhance the effect. At this moment the physical fitness of athletes has obviously been improved, its strength and explosiveness have been further improved to a level.

3.2 Anaerobic Training Method in Different Temperature and Humidity Climates

Athlete's physical exercise, anaerobic training method is a particularly traditional and effective method. A group of 100 meters, usually multiplied by (6-8) repeated runs. Generally speaking, 2-3 groups, 3-4 items per group, at 80-90% strength, 15 minutes, 20 groups interval 28 heart rate/10 seconds, at 8-10 points each interval 100 meters. When running to the last group, move slightly for a few minutes, and try your best to finish the last one when your heart rate returns to 120-124 times/min. Run as fast as possible, which can not only develop the explosive power of the team members, but also improve the speed endurance, which is to mobilize the whole body function when the sports organs are tired. Motivate athletes to reach greater potential.

3.3 Training in Strength Dimensions in Different Temperature and Humidity Climates

In the athlete's physical exercise, the need to constantly forging the muscles of his body is a link to improve his strength, but also the most effective training method. For each person with different physical qualities to develop suitable scientific muscle training, such as push-ups, sit-ups and intensity of running training, *etc.*, can enhance their muscle strength in the largest Chengdu, so that they burst out of the movement of their own maximum strength, so that can emit the most reasonable explosive force and endurance quality.

3.4 Rhythm Endurance Training in Different Temperature and Humidity Climates

Rhythm endurance training is crucial to helping young athletes improve oxygen utilization and reduce recovery time. Athletes' physical training is very taboo running training methods do not have a sense of rhythm; Athletes

will not run with their own sexual acceleration. Instead, the physical training is standardized, according to the rhythm suitable for their own pace size, do not pause, the use of suitable for their own physical condition and quality acceleration, rhythm consistent standards, body swing coordination state, rhythm is the athlete's physical training ideal situation of the decision factor, athletes in the need of the game, oxygen supply seriously lags behind the need for muscle activity. Especially in the second half of the race, so you need to train at a high intensity.

4. ATHLETES IN DIFFERENT TEMPERATURE AND HUMIDITY CLIMATES TRAIN PHYSICALLY

The data collected showed that only 22.21% of athletes in different temperature and humidity climate environment university athletes to carry out physical training time frequency of physical training found that athletes in different temperature and humidity climate environment met the population standard of technical physical training (a full set of special physical training 2 times a week and more, each exercise time is not less than 30 minutes), and boys significantly higher than girls.

4.1 The Time at Which Different Temperature and Humidity Climates Participate in the Movement

The number of participating times is mainly different temperature and humidity climate athletes as a student, their after-school time and family constraints. So, the most time for physical training is about an hour. In different temperature and humidity climate athletes to carry out physical training time consumption can be seen, athletes in the morning 6:00-7:00 the number of physical training only 2 people, indicating that these athletes love sports, grasp all the time for physical training; It shows that the athlete's noon physical training application is still reasonable and will not affect the normal listening class in the afternoon. The main physical training time for university athletes in different temperature and humidity climates is concentrated before the evening self-study and on Saturday and Sunday.

4.2 Different Temperature and Humidity Climate Environment Athletes on the Sports Effect

Affecting different temperature and humidity climate environment university athletes to participate in physical training is still quite high degree of love. Moreover, it is seen that athletes have improved physically after participating in physical training, of which 43.35 percent felt that if they participated in physical training, there was a marked improvement in physical and mental improvement, and that the improvement of physical fitness, the improvement of their own health level and disease resistance and the number of athletes who can help with the improvement of special techniques are particularly high. Here not only reflects the students to participate in technical physical training cognition is very clear, but also shows that it has played a role in the improvement of athletes' health and technology. Through the questionnaire consumption of athletes who participated in physical training in different temperature and humidity climate environment, it is concluded that there are several aspects of technical physical training

motivation of athletes in different temperature and humidity climate environment. Different temperature and humidity climate environment university athletes to carry out physical training motivation is mainly their own hobbies accounted for 62.9%. This shows that athletes from universities with different temperature and humidity climates are subjectively very accepting of their own physical training. Sports motivation refers to the internal psychological motivation to promote the participation of male athletes in sports and physical exercise.

4.3 Problems in Physical Training in Different Temperature and Humidity Climates

The consumption of different temperature and humidity climate environment, in the athlete group to participate in physical training, think that the largest funding is the question occupied by a small number of people, there are 24. The proportion reached 16.61 per cent. The level of physical training teachers and the imperfect facilities of the site were considered to be 76 and 27 respectively, accounting for 51.19 percent and 16.39 percent respectively. Compared with the first two problems, these two physical training problems are the biggest, and the difficulty of conquering is relatively large. Assuming that the coaching team is not professional, students on the basic technical and tactical physical training learning and mastering is not correct, it is prone to injury (Xuan, Xiu, and Li, 2019).

5. CONCLUSION

Athletes of different temperature and humidity climate environment can carry out physical training on the technology more frequently every day, but there are some differences in the psychology and physiology of male and female students at the university stage, as well as their love of the sport is different, the overall number of physical training of boys is higher than that of girls. In different temperature and humidity climate, college athletes' motivation for physical training is that their hobbies account for 62.9%. This shows that athletes from universities with different temperature and humidity climates are subjectively very accepting of their own physical training. It can guide the athletes to carry out physical training efficiently and ensure the effect of physical training. The consumption of the time frequency of physical training of college athletes in different temperature and humid climates found that only 22.21% of college athletes met the population standard of technical physical training under different temperature and humidity climates, and the male students were significantly higher than the female students. It can be analyzed that it is difficult for athletes to include special physical training in their schedules. Athletes actually have enough time in each week to participate in a full set of special physical training, but did not choose to carry out a full set of special physical training. Through consumption can be found that the different temperature and humidity climate of college athletes lack of interest in sports only a small part, most did not carry out a full set of physical training because of sports tension, and some athletes on a full set of special physical training do not have enough understanding, feel that the exercise is too intense and

prone to excessive behavior, fear of injury.

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Thinking On the Development of Chinese Homestay to Help Rural Revitalization

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Abstract: Solving the problems of "agriculture, rural areas and farmers" is of great theoretical significance to the stable and sustainable development of China's enterprise economy and society. In the context of the popularization of rural tourism, as an indispensable part of the development of the relevant industrial chain, by the homestay in the local economic development plays an important role, and the benefits of the development of residential families can greatly promote the revitalization of rural areas. The development of homestay can also help local residents out of poverty, improve living standards, promote better development of the local economy, so as to achieve the effect of revitalizing the countryside.

keyword: Homestay development; Rural revitalization; Poverty

1. A SURVEY OF THE DEVELOPMENT OF HOMESTAY IN CHINA

1.1 The course of development

B&B (Bed and Breakfast) first appeared in Western Europe, mainly in the form of sideline jobs, to generate additional income. China's homestays first appear in Taiwan, Taiwan, China's superior climate and natural conditions, pleasant soil and water, surrounded by the sea, is a mountainous area, tourism resources are extremely rich, for the rapid development of tourism to provide a guarantee. With the continuous development and upgrading of the market demand for accommodation

provided by the community, we began to pursue novel and affordable accommodation, the homestay industry followed, homestay as a rich local customs and culture, with distinctive personality psychological characteristics, tourists play a great role in attracting.

As can be seen from the following chart 1.1 Baidu Index of keyword search capabilities, the search volume of homestay grew rapidly between 2015 and 2016, starting with more than one hotel search volume, and the search volume in the last four years has become a long-term use of more than the search volume of Chinese hotels. With the development of information sharing social economy, the homestay is more and more accepted by more and more different people, but the exposure of the house is far less than the hotel, its rapid progress has also produced many research problems, such as a part of the homestay's poor health, safety-related factors are not higher education problems, and even exposed to the installation of pinhole camera scandal, its special nature of business enterprises, but also increased the local people's government management difficulties, These problems exposed in the design of the historical process of the development of the property also make the homestay industry face great challenges. The development of our national residence is still in the stage of development, not mature enough, but also need government departments to strengthen guidance and orderly management to help the long-term survival of homestay in the market [1].



Figure 1.1 Baidu Index keyword search trends

(Note: This data can be obtained by retrieving the Baidu Index of 2011.01.01-2020.12.31 "Homestay" and "Hotel")

1.2 Quantity distribution

With the continuous development of the demand for homestay, the number of homestay and every year on the trend. Under the outbreak, scattered country houses have shown greater resilience, according to Tujia's latest <Country Homestay Data Report 2020>. By the end of 2020, the number of rural homestays on the Tujia platform exceeded 540, 000, an increase of about 2.4 times over

2019, and by 2020 the price of rural homestays on the Tujia platform will have risen, with the total number of rural homestays on the Tujia platform receiving more than 5.7 million tenants, more than three times the 2019 sales and generating more than 1.7 billion yuan in income for rural landlords. In China, most of the homestays are developed by the self-employed, they by virtue of their own advantages, promote the development of rural

tourism, the development of local economy has played a great role, but also to a certain extent to ease the pressure of local employment.

1.3 Development model

There are a wide variety of homestay hotels in China, including cluster, association, contract and autonomous. Table 1.1 below shows the development model and typical cases of homestay in China. China's typical family accommodation cluster model is Moganshan family accommodation group. Through the sharing of infrastructure, the concentrated development of thousands of island lake family accommodation industry, not only can save costs, but also help to improve visibility, with the help of unique geographical location and tourism resources, to create a unique accommodation group to attract tourists, greatly promote the local economic development, but also reduce the difficulty of government management; Qiandao Lake Homestay Industry Association was established by the development of family accommodation operators in Chunan County, Zhejiang Province. Through the establishment of the association, the development and operation of family accommodation will be unified and effective management. Huangling Ancient Village in Shangrao City, Jiangxi Province, is a village with a long history and relatively complete architectural style, is a relatively scientific model of family accommodation development, under the constraints of the rural cultural development contract in Wuyuan County, through the concentrated relocation of villagers, the restoration of ancient villages and their development and operation, not only protect the ancient villages, but also promote the development of the local economy; The stone chisel breakfast in Tianfugang village, Zhejiang Province, 300 meters from the mountainside, has been greatly innovative in the appearance of bed breakfast and is popular with many young tourists. These homestays are operated independently by local villagers and are part of an independent development model. Research on different economic models of B&B development can bring different accommodation experience to tourists. Only when we choose the appropriate development management model according to the cultural characteristics of enterprises can we achieve long-term and stable development in the market, or it can only be a "flash in the pan"[2].

Table 1.1 Homestay development model

Homestay mode	Typical case	Peculiarity
Cluster mode	Moganshan Group	Homestay Distribution set, more quantity
Association mode	Qiandao Lake Homestay Association	Lake Industry Group, large-scale
Contracting mode	Huangling Homestay	Unified management, bidding difficult
Autonomous mode	Tianfugang Homestay	Strong autonomy, management difficult

2. MECHANISM OF HOMESTAY DEVELOPMENT HELPING RURAL REVITALIZATION

2.1 Economic benefits

As a new comprehensive industry, homestay can not only solve the problem of accommodation for tourists, but also

provide catering and entertainment services, which is to promote the sustainable and stable economic development of China's rural cultural tourism enterprises to carry out the protection. The development of B&B can greatly improve the multiplier effect of tourism. It can not only directly generate income, ease local employment, increase government taxes, but also indirectly promote the development of local daily necessities, agricultural trade and a series of related industries. To a large extent, the development of B&B can promote local economic development and rural revitalization, and the effective development of B&B industry has also promoted the improvement of China's national economic level.

The tourism multiplier effect brought about by the development of homestay is not limited to the scope of the enterprise's own ability, its important social benefit lies in the ability of students to promote the improvement of local transportation, basic education facilities and so on by directly promoting the improvement of the overall market economy management level. "To get rich, build roads first" refers to the importance of transportation to lift a region out of poverty [3]. The development of transportation provides the basic guarantee for the development and expansion of homestay, and the rapid development of homestay provides economic support for the improvement of transportation, which shows that the economic benefits brought by homestay are of great significance for improving local infrastructure, helping the region rise and meeting challenges. The development of the homestay industry has not only brought economic benefits to the local area, but also promoted the process of rural revitalization in China.

2.2 Cultural benefits

The design of homestay includes the local architectural culture, the dining of homestay includes the local food culture, the entertainment of homestay includes the local folk culture, it is clear that the homestay itself is a culture. The tourism multiplier effect brought about by the development of homestay is not only reflected in the economy, but also in the promotion of the popularity of homestays, the spread of excellent traditional culture to the whole country and the world, directly promote the inheritance and development of local traditional culture.

In the process of development and dissemination, we can combine the characteristics of the development of the times and the trend of socialism, and make new ones, so that the local corporate culture can better adapt to the changes in the economic era, so as to obtain a long-term stable existence. Leisure and recreational activities offered by homestay are often local folk activities, such as cruises at some of Zhejiang's guesthouses, which serve tourists according to the unique geographical environment of the area, while preserving the traditional transport culture, which is another attraction for tourists. Culture is the soul of a nation, only the spirit is really powerful, homestay cultural benefits are often incomparable, the development of rural areas have a great role in promoting.

2.3 Environmental benefits

Homestay is often slightly modified in the existing buildings and then students carry out business activities,

will not overturn the original architectural art style, but also retain the original local social style, not only through the protection of local traditional Chinese culture, but also through the economic cost-effectiveness generated to a certain extent can improve the local living environment. The tourism multiplier effect brought about by the development of the guesthouse can directly promote the protection and improvement of the local ecological environment, and can also indirectly promote the development of local environment-related industries. In areas with serious environmental pollution, the construction of characteristic residential clusters through scientific and centralized management can not only obtain economic benefits, but also greatly improve the local environment and promote the sustainable and balanced development of local ecology.

For enterprises relying on China's traditional agriculture, forestry, animal husbandry and fisheries to earn a living in the region, the operation of homestay can not only reduce the local economic and social burden, but also reduce overfishing, logging and deforestation and other acts of destruction of the ecological environment, thereby promoting the effective protection of local cultural environment information. Represented by the Qingzhiwu Renovation Project in Zhejiang Province, the use of local landscape to build different types of housing through demolition, illegal construction and reconstruction of dangerous houses has greatly improved the local ecological environment and urban landscape and improved the living standards of local residents. The tourism multiplier effect brought about by the development of homestay has an important influence on the development of the region. A sound ecological and social environment is the umbrella for regional economic development, and economic and environmentally friendly development is considered in order to speed up the revitalization process of local villages.

3. PROBLEMS EXISTING IN RURAL HOMESTAY DEVELOPMENT HELPING RURAL REVITALIZATION

3.1 The quality of the service personnel is not high

Service management personnel is the direct contact between homestay and customers, the professional quality of service staff can directly affect the first impression of homestay, is the most important link in the sale of homestay products. The village house is run by local villagers and most of the services are provided by villagers in the area. The lack of professional training of local residents, the lack of homestay operators management experience, low service quality of service personnel, low level of Putonghua, weak sense of service, to a certain extent, limit the economic benefits of homestay, hinder the creation of greater economic benefits.

3.2 The publicity is not strong enough

As an important part of product sales, the advantage of publicity is to let more consumers understand the homestay products, thereby further guiding their consumption behavior. Country houses do not have their own homestay products on the major online travel service platform, and can't use the network media and other

channels to vigorously promote education products, resulting in low-profile products, but also lead to long-distance consumers can't learn about homestay products, limiting the rural homestays to obtain greater economic and environmental benefits.

3.3 Lack of brand awareness

Brand is the intangible asset of the enterprise, the added value of the brand will bring higher benefits to the enterprise, at the same time, the formation of brand effect is also the consumer's cognition and trust in the product, can affect other consumers' association with the product, thus affecting their consumption behavior. Country houses are in a slow stage of development [4]. Most of the homestays are self-employed, relatively dispersed and lack uniform guidance. The scattered construction and operation of the homestay neglects the construction of the rural homestay brand, resulting in the low value of homestay products.

3.4 The experience is not good

The unique cultural development connotation of homestay can not only show the local cultural characteristics, but also as an important highlight of homestay, improve the occupancy rate of homestay, so that enterprises can get more income from learning. Rural owners to provide accommodation services, lack of related services, ignoring the importance of cultural activities, a single industrial structure, resulting in poor accommodation experience of tourists, but also reduce the competitiveness of tourists in the tourism market, hinder the village homestays to better occupy the market, restrict the effective display of the benefits of village homes, is not conducive to the acceleration of the process of village revitalization.

4. PUT FORWARD COUNTERMEASURES FOR THE PROBLEMS EXISTING IN RURAL HOMESTAY DEVELOPMENT HELPING RURAL REVITALIZATION

4.1 Quality improvement strategy

Strengthen vocational training for homestay service personnel. The improvement of the quality of employees is not a one-off, it takes time to accumulate. It is necessary to formulate scientific and reasonable training plan for service personnel of different types of work, and conduct regular, comprehensive, and systematic training of service personnel in strict accordance with the training plan, so as to solve the problem of low quality of service personnel. Service management personnel are direct customer service, the overall corporate image of the village homestay analysis caused by the direct impact of students. Before rural development, the local economy was very backward, the residents' level of culture was not high, and the quality was low. Professional training can help them improve the quality of service, communication quality and learning quality, so as to better serve customers, give guests a good first impression, and promote the effective use of the economic benefits of B&B[5].

The improvement of the quality of service personnel is not only beneficial to the development of housing, but also has a subtle impact on the improvement of the overall quality of local residents. The effective improvement of the

quality of residents can promote our residents to identify with the behavioral problems of protecting the environment and maintaining the stability of social work in China, take the initiative to devote themselves to the development of local production, promote the balance of local ecological protection and the stability of social living environment, create a good ecological construction social education environment for students in the development of local market economy, and speed up the process of local rural revitalization.

4.2 Increase your advocacy strategy

New independent media and well-known tourism platform publicity strategy. Technology is advancing, because of the advent of the media information age, access to information channels extended to Micro-blog, Tiktok, Red Booklet and Bilibili and other rapidly emerging media. Compare traditional media, emerging media has a strong interactive, personalized obvious characteristic, and timely release of information, which has played a great role in promoting the popularity of homestay products.

At the same time, through Ctrip, Ly.com, Mafengwo.com and other domestic development of tourism service platform and Airbnb and other international homestay platform online homestay products for information, and through this message push and other ways to actively pass on enterprise product market information to consumers. By increasing product visibility, further tap the potential source market, contact more customers, and promote local economic development. [5].

In the process of developing rural homestay, we tend to focus only on the temporary economic benefits brought about by homestays, while ignoring the importance of residential property promotion activities. Most of the guests of rural hostels are local, a small number from surrounding cities, only by using the network's publicity to promote to a wider area, improve the visibility of family hotel products, can rural guesthouses produce lasting economic benefits, thereby better promoting the revitalization process of local villages.

4.3 Brand development strategy

Brand awareness, reputation and loyalty is the core work content of brand cultivation, brand quality and bad often we can directly determine the life and death of the homestay, strong enterprise brand development can effectively promote the development of the Chinese market, harvest more customers and income, weak brand management often lead to long-term survival in the market, gradually disappeared. Promote the development of local residential resources for effective integration, strengthen the unity and cooperation between homestay operators, and scientific and technological guidance, for the smooth cultivation of the brand students to provide theoretical basic working conditions. Increase the innovation of homestay products, improve product quality, use word-of-mouth effect, improve the reputation of products, because homestay products have distinct regional characteristics, improve the reputation of homestay products, according to their own conditions and needs, rational use of the Internet timeliness and large-scale activities and other means to

improve the visibility of homestay products, in order to strengthen the maintenance of passenger relations, improve customer retention, you can apply for membership and provide discounts to improve customer loyalty[5].

In the process of development, the operators lack the experience of managing the management-related enterprises and neglect the benefits of brand effect. The dynamic effect of brand can promote the recovery and development of relevant industries in the region, raise local visibility, promote the rapid upgrading of local economic level, promote the effective play of the economic, social and cultural benefits generated by homestay, and accelerate rural development.

4.4 Accommodation experience enhancement strategy

The quality of the accommodation experience directly affects the "return rate" and "occupancy rate" of the accommodation, thus affecting the economic income of the accommodation. With the continuous development and change of social consumption market demand, travelers began to pursue new and innovative services to meet the enterprise's own spiritual and cultural emotional education needs, rural residential property in the development process should be tailored to the needs of passengers, to provide a personalized information services to meet the diverse needs of passengers, improve passenger satisfaction. At the same time, according to the local characteristics and customs, organize related cultural activities, enhance the cultural connotation of accommodation, create a cultural atmosphere, establish a good image, enhance the guests' accommodation experience [5].

The unique family atmosphere of homestay allows visitors to feel the warmth of home, which is also a feature of homestay that is different from the traditional accommodation industry. The business atmosphere of the country house is too strong, lack of humanity, is also one of the important reasons for the poor accommodation experience of tourists. Homestay operators and service personnel should provide services to visitors in a manner that receives relatives and friends. Under the premise of protecting the privacy of tourists, take the initiative to care for tourists and enhance the sense of accommodation experience [6]. By solving the problem of poor accommodation experience in the development process of rural homestay, improve the occupancy rate of the house, obtain more economic and social benefits of information, attract more tourists, promote the development of local market economy, accelerate the process of the revitalization of rural culture in China.

5. CONCLUSION

Homestay facility industry as the current popular industry in the rapid development has brought great benefits to the society, at the same time also brought a lot of social problems, such as safety, hygiene, the dormitory administrator difficult problems, such as the development of homestay facility to under the correct leadership of the government and related department, only in the specification of homestay facility related activities at the same time maintain its characteristics, to maintain long-

term and stable development of the homestay facility. At the same time, the development of homestay facility must pay attention to the cultivation of the enterprise brand, only we build a good brand management through oneself to enhance the awareness of the homestay facility, which can bring greater economic and social benefits, in the development of economic and technical education in underdeveloped regions homestay facility, best brand building area, with the power of unity and cooperation, In order to publicize the reputation of local B&B, information sharing can also save a lot of cost in economic and environmental benefits, which is also conducive to the better development of local B&B and economy, and promote the revitalization of local villages.

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Research on Statistical Analysis of The Technique and Tactics in Basketball Teaching Competition Practice

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Abstract: In this paper, literature, interview method and questionnaires were used to make statistical analysis of the technique and tactics teaching competition to certain basketball major group in physical Education of Gannan Normal University. Conclusion: Through practice, it can stimulate students' learning enthusiasm, promote the improvement of technical and tactical level, grasp professional theoretical knowledge, cultivate professional skills, and develop a good work style.

Keywords: Statistical analysis of the technique and tactics; Basketball Major; Teaching

1 RESEARCH OBJECT

One of the purposes of basketball specialty teaching is to enable students to master and improve the level of basketball techniques and tactics through systematic technical and tactical and theoretical learning, careful training, and competition. In the meanwhile, practice it skillfully and correctly; To this end, all professional teachers are dedicated to their duties, and have the courage to innovate, reform the teaching content, methods, and other aspects, and achieve results. The college's basketball special teaching hours are 288 hours, in the second and third years of college, 72 hours per semester. In order to play the leading role of teachers, fully mobilize students' sense of participation, play their main role, discover and develop students' potential to the greatest extent in order to achieve the teaching goals. In the teaching mode of training with competition, training while playing, and training with competition, I combine statistics and analysis of teaching competition techniques and tactics with teaching, so that students can continuously master, discover, research, and innovate. Finally, students can learn skills, learn how to study, and learn being a human being. It makes the combination of teaching and learning organically, improves the teaching quality in basketball majors and explores a way of teaching basketball majors. Now we will summarize and analyze its effects.

Gannan Normal University Physical Education Institute of Physical Education 1002 basketball specialized group 18 people, 1201- 03 basketball specialized group 19 people.

2 RESEARCH METHODS

2.1 Documents and materials method

Look up relevant documents and teaching materials to understand the teaching status of various universities.

2.2 Questionnaire survey method

37 questionnaires were issued successively, 37 were received, 35 were effective, and the effective rate was

94.6%.

2.3 Interview Method

Communicate with relevant experts and some research and non-research objects.

3 RESULTS AND ANALYSIS

The teaching of the two basketball professional groups before and after are arranged in the 4th, 5th, and 6th semesters to introduce statistics and analysis of teaching competition techniques and tactics. The teaching competition is divided into 2-3 groups. Referees, operators, and investigators shall be arranged in turn before the competition, and the arrangements will be re-arranged at the end of a stage; According to the teaching content and tasks at different stages, perform technical and tactical statistics and analysis of individual and team, individual projects and all projects in different types of statistical tables, and develop statistical curve diagrams of individual and team; After the game, perform technical and tactical analysis, competition response, and teaching countermeasures. After 3 semesters of teaching, teachers and students have deep understanding and experience.

3.1 Stimulate students' enthusiasm for learning and clarify the direction of improvement

Basketball major students pay more attention to their professional technology and tactics, skills and physical fitness. They are especially looking forward to teaching improvement. Therefore, It's extremely important for teachers to firm teaching content design, the inheritance and innovation. Because this is a measure to promote improvement on the basis of limited school hours and hard work. However, there is also a normal situation at present, that is, after a limited teaching competition, teachers unilaterally analyze the thick line of impressions, which can easily lead to avoiding the important and avoiding the shallow. Fail to distinguish between primary and secondary contradictions. One cannot grasp the starting point and make best use of the situation to solve the problem. Although the statistical analysis of basketball skills and tactics is well known, according to interviews and surveys, the teaching practice of physical education in colleges and universities is very rare. Therefore, after the introduction of this basketball professional group, it will be welcomed and valued by students. In actual use, it can be well-founded, data-related, mutually comparing, triggering recall, clarifying advantages and disadvantages, setting direction, and making improvements.

3.2 Deepen the theoretical understanding and promote the improvement of technical and tactical level

Basketball technique and tactics statistics has detailed

regulations in operation. Operators and investigators must have a clear understanding and correct execution. For example, stealing, causing fouls by the offensive team through active offensive defense, scrambling with the offensive team, pushing the offensive ball out of bounds, etc., are counted as a steal, which is rarely involved in normal teaching. Through the practice of technical and tactical statistics, students have strengthened their understanding of the importance of defense and the understanding of the content and methods of defense, so that students can further understand and master the concepts and theories of technical and tactics. An important way and means to improve technical and tactical skills. At the same time, regular summary analysis is also an important way to cultivate and improve the ability of teachers and students to work. It is a systematic summary and combing of the previous accumulated knowledge, a process of thinking exercise and self-improvement, and it is a process of moving from practice to theory. A qualitative leap of ascension.

3.3 Cultivate the work style of unity and cooperation, rapid and meticulous, calm and calm work

The technical and tactical statistical operation methods and detailed rules are clarified after many on-site operations, students have a better understanding of basketball game. The first item is coordination and cooperation in the work. Only when the operator and the investigator work together, can they complete the tasks in a timely, comprehensive, and meticulous manner, reflecting the significance and value of statistical work. Secondly, to collect data, we must adopt a rigorous scientific attitude to ensure the accuracy and completeness of the data. Like basketball game records, the entire game must be recorded at any time and registered item by item, but the technical and tactical statistics items are more detailed. Not only pays attention to the result of the game, but also emphasizes the process of the game. As a result, operators and investigators must not only be skilled in techniques, but also always maintain a steady attitude, so as to be precise and rapid, not chaotic, not panicking, and correcting when mistakes occur. The work style cultivated in this way is not only the quality of basketball specialization and competition, but also lays a solid foundation for entering the society in the future.

3.4 Initiate analysis and thinking, and promote a deep understanding of the connotation of technical and tactical relation

An important task of physical education teachers in teaching is to "navigate" the learning methods of students so that they can learn flexibly, autonomously, and creatively. Therefore, it is essential to conduct post-match homework analysis based on statistical results. Through data observation and game recall, we can review the points gained and lost on the inside and outside, defensive rebounds and steals and fast breaks, the comparison of the number of fouls, offensive and defensive tactics, etc., sort out the contradictory relationship and priority, and prompt students to think dialectically, open up and curiosity. Analyze the relationship and correlation between technologies, tactics, and skills and tactics, and get the

causal relationship between the use of skills and tactics and the results of the game, promote the completion of the cycle from technology to theory to technology learning and improvement, and training and improvement Basketball sports intelligence.

3.5 Adding sports statistics teaching practice to improve the ability to cope with on-the-spot matches

Sports statistics is an important interdisciplinary subject. As a highly operable theoretical course in physical education colleges and universities, it should be integrated with practice and combined with the teaching practice of technical courses to master some basic skills in the formation of sports statistics and promote the teaching effect of technical courses. mutually beneficial. Practice has proved that this special training group has indeed achieved the expected results. In addition, after the teaching competition has undergone staged statistics, recall, review, analysis, and countermeasures, students can gradually evolve from the post-match analysis ability to the in-competition judging ability. Focus on the key scenes, so as to grasp the overall situation, highlight the key points, analyze the contradictions, make targeted decisions, and ultimately promote the formation and training of sports skills.

3.6 Targeted adjustment of teaching content and methods to ensure the completion of teaching tasks

Generally, in order to achieve the teaching goals, different teaching units are set with different but interrelated teaching tasks that are progressively promoted. It is detailed, scientific and reasonable, and its execution operation is undoubtedly an intuitive, specific and effective teaching method through the implementation of statistical analysis of teaching competition techniques and tactics. For the existing problems, not once or twice, one or two unit, single test can be reflected, nor can it be caused by a single cause. However, the average and variance of individual and collective statistics in teaching competitions have always been able to reflect the essence and focus of each problem. Through the above data summary and analysis, students can gain valuable experience from successful competitions, learn from failures, and avoid detours in future studies; Teachers can use inferential statistical analysis and adjust responses based on this in order to be realistic Improve teaching and control the overall situation.

4. CONCLUSIONS AND RECOMMENDATIONS

Introducing statistical analysis of teaching game skills and tactics in basketball majors can not only stimulate students' enthusiasm for learning, promote the improvement of skills and tactics, understand and master professional theoretical knowledge, cultivate and improve professional skills, but also develop students' good work and life style and become a basketball major. Teachers' effective teaching methods are also worthy of promotion in basketball and other professional courses.

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Research on Physical Fitness Training of Short Track Speed Skaters

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Abstract: Physical fitness is the basis for athletes to create excellent results, and can help athletes avoid sports injuries scientifically and prolong their sports life. This article uses literature retrieval method, logical analysis method, expert interview method and other methods. To study how to improve the physical fitness of short track speed skaters, the principles and specific training methods to be followed. Combining the special physical requirements of short track speed skating events, following the principle of combining general and special training, core strength as the leading force, and limb strength as the main principle, adopting the combination of general and special training methods, speed endurance training methods, and land ice period The speed training method and flexibility training method provide physical training for short-track speed skaters.

Keywords: Short Track Speed Skating; Athletes; Specific Physical Fitness; Training Methods

1. INTRODUCTION

With the continuous development of the Winter Olympics, the world pays more and more attention to the improvement of winter sports skills, especially the 19th Salt Lake City Winter Olympics. Among the various ice and snow events, short track speed skating has become a key event for Chinese athletes to win gold and silver in the Winter Olympics. Therefore, the country has always attached great importance to the training of short track speed skaters. However, in recent years, my country's sports industry has advocated and paid more attention to physical training. Practice-based training methods, and the addition of physical fitness tests before various sports competitions to test the physical fitness of athletes, once aroused heated discussion. However, physical fitness is absolutely the top priority for an athlete. Only on the premise of excellent physical fitness can athletes continuously break through themselves on the field, avoid sports injuries to a certain extent, and prolong sports life. This article explores and analyzes the physical training methods for short track speed skating events.

2. THE IMPORTANCE OF PHYSICAL TRAINING FOR SHORT-TRACK SPEED SKATERS

Short track speed skating and track and field competitions are slightly similar. Both sports events on the same circular track require high physical fitness and are highly ornamental, but the differences are also very obvious. , Short track speed skating also has high requirements for technical and tactical cooperation on ice, so the competition must have a variety of conditions to create better results. But in the final analysis, these technical moves on ice, including cornering techniques, side kick

techniques, sprint techniques, and relay techniques, are all tactical moves that can only be completed with a certain level of physical fitness.

Short track speed skating is a sport group dominated by physical fitness and skills. There are many determinants of its performance, such as physical fitness, technical movements, tactical coordination and other factors, but many of its factors must be based on physical fitness. It is successfully completed. Only when the speed, speed, endurance, and other physical conditions are all available, can athletes better control their bodies, proficiently use the technical movements they have mastered, and can better complete teamwork. Tactical coordination, so as to achieve self-breakthrough and win the game.

The cardiovascular and respiratory systems are very important for short-track speed skaters. However, through physical training, they can scientifically and effectively improve their own myocardial contractility and total blood flow, speed up their own metabolism, and make various tissues and organs in the human body. The degree of connection is closer, allowing athletes to better control their own training state. At the same time, short-track speed skaters have high requirements for strength and endurance. If the strength of the waist, abdominal muscles and legs is insufficient, it will lead to fatigue due to insufficient muscle strength, and fatigue is the key to causing athletes' injury. Therefore, we must improve strength and endurance capabilities through physical training, maintain the coordinated development of upper limbs and lower limbs to drive dry and other muscle groups, improve the overall development of athletes' physical fitness, and avoid premature fatigue and cause sports injuries.

3. PRINCIPLES OF PHYSICAL TRAINING FOR SHORT-TRACK SPEED SKATERS

3.1 The principle of combining general and specialized physical training

General physical training and special physical training restrict each other and are prerequisites for each other. Only when the combination of the two is ensured, can an overall improvement in physical fitness be formed and performance growth can be promoted. When general physical fitness is combined with specialized physical fitness, how to integrate reasonably and effectively is the most important thing. If the combination is not good, things will be counterproductive, which will lead to stagnant performance or even regression. No matter what kind of physical fitness is used unscientifically, there will be lack of training for another physical ability, resulting in a decline in specific performance or insufficient physical fitness. It must be ensured that general physical training

meets the development needs of special physical training, reflects the characteristics of specialization, training content can not be too many and complicated, it must have a clear purpose, proceed from reality, and develop the system function level in a targeted manner. The second is the use ratio of general training and special training when athletes are in different periods. In the preparation period, we should adopt more general physical training and less special physical training. During the transition period, more special physical training should be conducted, and less general physical training should be conducted. But both must be carried out. Do not develop a single nature of physical training, which will limit the long-term development of athletes.

3.2 Core strength training is the leading principle

The main performance of short track speed skating on the body is the active arm swing of the upper limbs, the active side kick of the lower limbs, and the active cooperation of the upper and lower limbs to make the body more perfect to maintain coordination. Therefore, whether it is the arm swing movement of the upper limbs or the side kick movement of the lower limbs, the strength of the core muscles of the human body needs to be used to achieve a more perfect coordination effect and to achieve a more active and effective force transmission. Chinese scholar Chen Xiaoping believes that core strength is a kind of strength whose main purpose is to stabilize the core part of the human body, control the movement of the center of gravity, and transmit the strength of the upper and lower limbs. Although short track speed skating mainly relies on the strength of the limbs to swing the arm and pedal to make the athlete complete the sliding, the athlete must use the strength of the core muscles to control the center of gravity if the athlete wants better and faster performance, and the core strength is the leading form. Efficient power transmission.

3.3 The main principle of limb strength training

Short track speed skating belongs to the sports group that is dominated by physical fitness and skills. Its specific physical fitness is mainly based on the leg strength of the side kick when skating, and the various qualities of general physical fitness are used as the auxiliary basis to achieve. Obvious problems have arisen. If we want athletes to develop better performance in short track speed skating, we can try to adopt general physical training that takes core muscle strength as the leading factor and comprehensively develops athletes' various qualities. Use the core muscles to control the power transmission of the muscles participating in the competition, increase the coordination sensitivity of athletes, and then take the strength of the limbs as the main body to develop special physical training to increase the speed and strength of the limbs to make it swing and skating. Bigger, fundamentally improve speed and performance.

4. EFFECTIVE METHODS OF PHYSICAL TRAINING FOR SHORT-TRACK SPEED SKATERS

4.1 Strength training

Short track speed skating is a sport dominated by skills and physical fitness. There are two internal factors that

affect performance. One is ice technology, and the other is physical fitness. The lack of any of them will affect the athlete's final performance, so the short track Speed skating is also very demanding for athletes. It is necessary to have certain skills in skating and have strong physical fitness. The use of skills must be based on good physical fitness. At this time, if the athletes The core strength of the body is coordinated and controlled by the muscles of the body. The upper limb muscles actively swing, and the lower limb muscles are bound to greatly improve athletic performance when the muscles of the lower limbs are fully skating. However, when we conduct strength training for short track speed skaters, we must conform to the combination of general training and special training. That is to say, the strength training we do must fully match the muscle groups used in short track speed skating. Strength training is based on the characteristics of the speed skating event. Otherwise, the increased muscle tissue and form of training will not meet the strength requirements of the short track speed skating event. This will cause the muscle work to be inconsistent with the project needs, and the lighter will appear Muscle fatigue occurs frequently during training, and performance stagnates. In severe cases, sports injuries will occur, which will end your sports career.

4.2 Speed endurance

There is a very serious problem in the current situation of training Chinese short-track speed skaters. It is often seen in the first half of the competition that they can maintain fierce competition with their opponents and even lead. However, Chinese athletes will suffer from insufficient speed and endurance in the latter course. Losing the game is a problem caused by insufficient speed endurance, that is, insufficient anaerobic endurance of muscles and insufficient energy supply capacity of glycolysis. We can use, ① Intermittent training method, use medium and high intensity speed for training but strictly control the rest time, the intensity of each group reaches more than 90%, the rest time is controlled within 1 minute, and the medium and high intensity are less intermittent and more groups are used to strengthen the muscles. Oxygen endurance, a method to control the formation time of lactic acid, and improve the athlete's ability in the back course. ② Variable speed training method, that is, mid-to-high-intensity maintenance training is used in the training, the training intensity is maintained above 90%, the sliding distance can be adjusted according to special items, but the most important thing is to control the rest and use the human body to be in a state of incomplete recovery. The training method of exercises enables athletes to develop comprehensive and effective aerobic and anaerobic energy supply.

4.3 Speed training

The performance extraction of short track speed skating mainly relies on the speed quality of short track speed skaters. Speed quality is the body's ability to move quickly. It is a quality activity based on aerobic metabolism and high-intensity anaerobic metabolism. It is mainly classified into three aspects: reaction speed, displacement speed, and action speed.

Reaction speed training: Coaches can use related equipment for training reaction speed. The machine randomly drops objects to allow the athletes to temporarily respond to catch them. It can train the athletes' random reaction ability, reaction speed and central nervous system control of the muscle tissue to improve the competition. Coordination.

Displacement speed: It is mainly affected by short-track speed skaters' technical movements, leg strength and other factors. The stronger the leg strength of an athlete, the greater the swing of the arm, the faster the displacement speed, and the displacement distance per unit time. The longer.

4.4 Flexibility training

Flexibility has a positive effect on improving the muscle strength of short track speed skaters, increasing the side kick and arm swing, preventing sports injuries, and promoting physical recovery. The development of flexibility is generally carried out after the warm-up session. The main methods used are divided into two types of static stretching and dynamic stretching. The required muscle groups are stretched to improve muscle elasticity and enhance flexibility. After warming up, the viscosity of the muscles decreases, stretch and elasticity increase, and then the lunge positive leg press, the lunge side leg press, the bent leg pulls the quadriceps and other dynamic stretching, and yoga is related to short track speed skating. Static stretching with larger coefficients is used in combination with each other to enhance the flexibility of short-track speed skaters.

5. CONCLUSION

Short track speed skating is a sport dominated by physical fitness and skills. The factors that affect its performance are mainly determined by skills and physical fitness. However, the technical and tactical coordination of short track speed skating is ultimately accomplished by good physical fitness, so physical fitness. The trend of development is also unquestionable. The methods and methods of physical fitness training must have a clear purpose. The content of physical fitness training should complement short-track speed skating events. The

ultimate goal of all physical fitness training is to enable athletes to have more physical fitness and more suitable for the sport. For excellent results, not just for a short-lived, short-lived rapid increase in performance and then end your sports career. The physical training method is based on the combination of general physical training and special physical training and the core strength as the main body strength training principle, and the physical training required for short track speed skating is carried out, and the physical training is arranged scientifically and reasonably. The plan is to help short-track speed skaters reduce sports injuries, extend sports life, and create sports performance.

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The Teaching and Communication of Chinese Traditional Wushu Culture Based on Network Game Platform

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Abstract: The development of Chinese traditional martial arts culture is not optimistic, although today's traditional martial arts have new development opportunities under the new system reform, for example, with the help of the promotion of martial arts calisthenics, there are new development trends, but compared with the explosive growth of the network culture spread speed or slightly weak. Compared with the traditional agri-industrial times, the rapid development of the online game industry shows a high growth rate. In the era of global cultural integration, the wave brought by the Internet has swept all of us. Foreign Countries, relying on strong economic development, are leading the world in the direction of online games. Online Games based on foreign history are all the rage in the world, allowing more Chinese people to understand foreign cultures, the traditional Chinese martial arts as the theme of the online game has become the game manufacturers to promote more themes, but there is no excellent online game to promote and spread the traditional martial arts culture. Let the Chinese traditional Wushu Culture take the "Free ride" of modern online games in the tide of globalization to carry forward its own culture, embody the traditional Wushu Culture in many aspects and transform into the modern Wushu Culture, the transformation of modern sports competitive culture is embodied in the traditional culture, and it is a problem to be handled carefully to keep the cultural independence and characteristics of oneself in the complex environment and not to be swallowed up by other foreign cultures. With the help of the Development Direction of the network game, this paper puts forward the development road of the traditional Wushu Culture.

Keywords: Traditional Martial Arts Culture; Online Games; Kungfu Online Games; Interactivity

1. INTRODUCTION

In the development tide of network globalization today, more and more traditional culture is being slowly swallowed up by global culture. Chinese traditional Wushu, as the invention, evolution and inheritance of Chinese ancestors in the period of farming, has a history of thousands of years. It is the crystallization of Chinese traditional culture and the sports expression form of ancient traditional culture, has influenced generations of people in China. Compared with online games, today's society has only a history of more than ten years, but it is creating a generation of myth and legend, and its impact is not only people's entertainment culture, but penetrate into people's daily life, and more and more intense trend

of development, traditional martial arts culture and modern network culture integration is now we need to contact the problem. How to let the traditional culture take advantage of the modern culture to carry forward the martial arts culture, and keep the cultural inheritance and its cultural independence in the tide is a topic that needs to be discussed and studied.

2. THE CHINESE TRADITIONAL WUSHU CULTURE PRESENT SITUATION AND THE DISSEMINATION QUESTION PONDER

2.1 the martial arts culture effect discussion

2.1.1 martial arts has manifests the Chinese traditional culture the value

The traditional Wushu Culture is the embodiment of the "Emphasis on Tao" of the Chinese traditional cultural characteristics. The form of Traditional Wushu Culture is the conclusion drawn by the predecessors' summing-up of the practical experience and the experience of daily practice, which forms one of the most important cultural forms of Wushu -- Wushu routine, the formation of routine is another form of expression of the pursuit of "Emphasizing Tao" in Chinese traditional culture. Secondly, the traditional routines in Wushu Culture reflect the characteristics of "Harmony of Heaven and man" in Chinese traditional culture. Traditional martial arts routines also pay attention to "Both inside and outside", not only to understand the moves in the routine, but also in a move to complete the heart of martial arts practitioners. Thirdly, there are hundreds and thousands of individual movements of Wushu routines. In an individual, there are dozens of movements of dots and lines linked together. The DOTS and dots are connected as lines, and the lines and lines are interspersed as surfaces, this kind of all-round movement manifests the form is the most basic coordinated movement, by "The point" and "The surface" then forms the martial arts routine or the martial arts individual. Therefore, Wushu routine is the practical embodiment of the dialectical thought of Yin and Yang in Chinese traditional history and culture. A routine exercise from beginning to end is in the evolution of the embodiment of countless opposition and unity. The combination of hardness and softness, the transformation of Yin and Yang, and so on.

2.1.2 Wushu has the function of strengthening the body and tonifying the spirit^[1]

The basic movements of martial arts include movements of the whole body, such as difficult jumps, somersaults, simple kicking and chopping. If the long-term and systematic training will make people very much in the

overall level of physical fitness to be greatly improved, and not like what you see now in the West fitness science, a person's body is out of proportion to the exercise of a particular muscle alone. Can Dredge the Meridians of people, enhance the spirit, strong body physique .

2.1.3 Wushu has the value of cultivating moral character and exercising will

Traditional martial arts practice is a test of will power; meeting a strong opponent and seeking alternative ways of solving a problem is a test of fighting consciousness and adaptability; The practice of traditional martial arts routines requires a lot of repetitive practice, which is a test of the hardworking quality of those who practice martial arts. Traditional Wushu is based on "Teaching martial arts to educate people", which can cultivate people's character of assiduity, tenacity, perseverance, learning and modesty.

2.1.4. Martial arts have the value of competitive viewing. Traditional martial arts routines or modern evolution of the Sanshou competition, has always been popular. Wushu has long been regarded as one of the rituals for entertaining important guests. The story of Xiang Zhuang's sword dance proves that Wushu not only has its own value of fighting, but also has the function of watching competitions. In ancient times, most of the matches were bareback. This is the evolution of Sanshou in the early stage of Wushu. It shows that whether it is to highlight the martial arts skills and stunts of the competition routines, or the fierce competition against Sanshou, give people strength and beauty, skills and beauty of the embodiment, including a very high appreciation value.

2.1.5. Wushu has the value of exchange of skills and techniques to promote development. large-scale International Wushu competitions provide a platform for cultural exchange between China and the West, and enhance the friendly exchange between China and the West. The Organization of mass martial arts competition is to give more people, folk boxers exchange opportunities, many of the original big and decent martial arts can be more here to show and spread. Through the understanding of decent traditional martial arts, more to understand the far-reaching and developed Chinese traditional culture, to explore the ancient history of oriental civilization. Traditional Wushu also plays a great positive role in the friendly communication with the global martial arts practitioners through modern sports and cultural events.

2.2 the current situation of the spread of traditional Wushu

Under the situation of the rapid spread of global culture and information, the developed countries hold the core of technology, information and culture, however, the ideas and values of the developing countries and the backward areas are permeated and infected by the information spread by the developed countries. For example, the United States, the largest country in the world, occupies more than 60% of the information in terms of the amount of information dissemination. Under such a situation, Chinese Wushu is in a passive position in the pattern of sports dissemination. Culture is a two-way street, but once demand is reduced, it is easy to belittle it and die out in

silence. And now the real-time situation shows that Chinese traditional martial arts culture in the international scope of the sports culture plate is gradually showing a marginalized state. Chinese martial arts were born in an agrarian society 2,000 years ago, and were influenced by the institution in their development. Under the closed feudal rule, the development of martial arts with a strong influence of the abuse of the gateway. But nowadays, whether it is the globalization of information or technology, it is very difficult for Chinese traditional martial arts to keep pace with the development tide of the Times unless the criticism of these thousands of years is eliminated and reform is carried out, revitalization and dissemination of the industry is difficult to carry out. As far as China is concerned, the current situation of Wushu has developed into that the elderly group is the largest proportion of the Chinese Wushu population, which is far away from the traditional Wushu compared with the adults who are forced by the pressure of life and the lure of the material society. The elderly more Taijiquan, Qigong and other types of health quan law to inherit the long history of martial arts culture.

3. THE DEVELOPMENT TREND AND EXTENSIVE INFLUENCE OF NETWORK GAME

3.1 Definition of online game

Online games: English name Online Game, also known as "Online Games", referred to as "Online games". Refers to the use of the Internet as a transmission medium and the game operator's server and user's computer as a processing terminal to realize the game client software as an information interactive window, a sustainable individual multiplayer online game designed for entertainment, leisure, communication, and virtual achievement.

3.2. characteristics of online games

3.2.1. Online Games differ from stand-alone Games in that they rely on the Internet to create virtual scenes through computer networks and set up regular settings relative to the world view of the game, for example, for the character and character settings, settings or the number of items, and then many players through their own terminal, according to the rules set by the game, to achieve interactive purposes of entertainment. This requires the company running the game to use a dedicated server to run and manage the game, and to modify the player's game value through continuous communication, giving the player an experience of changing properties or game actions. And the promotion of online games generally face the whole country's players, rather than local information exchange, so rely on high-speed Professional Game Network for high-speed information transmission.

3.2.2. Online game players are free to change their identities and roles. In reality, players can't completely hide their true identities and roles, on the contrary, it is also limited by the player's own real identity and role orientation, and will also be limited by social, moral and so on. For the virtual world of the network, the game players can play different roles, get different satisfaction, to try to multi-background role positioning.

3.2.3. Online games offer real life impossibilities for

behavior choices in virtual online games, such as intense and Complex Strategy Games, Action Games, and adventure games, or perhaps the online games to overcome the earth's gravity to show the cool action, special effects, for most teenagers and even adult Gamers, are not possible in real life to achieve.

3.3. The development of online games

in China with the rapid development of the material society and the improvement of the network infrastructure, the economic and cultural influence of online games in China is growing. Under the situation of High-speed Development, many famous game producers and operating enterprises such as tencent, Netease and Shanda have appeared in our country. The development speed of network culture industry is incomparable to any other industry. At present, China's online game industry is in the growth stage and fast to mature, online game industry has become an important part of the network economy, but also one of the important driving force for the development of China's creative economy. So far, online game companies no longer rely solely on the research and development or operation of games to make profits. In the face of the vast market space, they have also begun to combine the advantages of the Internet to expand new areas of development, set foot in film and Television, animation, literature and other industries, rich in its own product form, but also to promote its own profit model innovation. From the perspective of China's online game market, the data show that the national online game market reached 267.29 billion yuan in 2019, a growth rate of 10.93% . The overall online game market is expected to break through the 300 billion yuan mark by 2020, reaching 302.18 billion yuan. In the age distribution statistics of online game players, we found that the age group of online game players is 18-24 years old, which is the highest proportion, and underage game players also account for a considerable proportion. The main group of Chinese online game players is under 30, and there is a trend toward the development of underage age.

4. ON THE INTERACTION BETWEEN CHINESE TRADITIONAL WUSHU CULTURE AND NETWORK CULTURE

4.1 positive communication and interaction.

As far as online games on the Chinese market are concerned, the number of games based on traditional Chinese martial arts has long been negligible, it is believed that most people's understanding of traditional Chinese martial arts comes from the Internet, such as the current Games Tianlong ba Bu, Xintianlong, Jiu Yin Zhen Jing O l, Dao Jian 2, dream journey to the West, etc. , the emergence of these Games is conducive to players' understanding of the real schools, and understanding of the characteristics and development process of various schools of martial arts, let not have the opportunity to go out to understand the real player in the game to understand the profound culture of traditional Chinese martial arts. For the legendary martial arts, through the network game gorgeous matchless packaging put on a more mysterious coat, to the understanding of outsiders seems to have infinite attraction, arouse people's

curiosity to understand and explore traditional martial arts.

4.2 Negative Communication and interaction

The explosive growth of online games has made those who are obsessed with profit always take advantage of it, distort history without any lower limit, and modify the truth to suit the interests of the players, long memories give players a distorted view of the world that they take for granted. In the network game, through the game company to meet the players in the real world can not be completed things, there is no basis for the unlimited exaggeration of martial arts "Efficacy" is to meet the interest of players. At this point the player will naturally and unnaturally will the reality of traditional martial arts and virtual martial arts online games to compare, found that the actual martial arts are not imaginary idealization, thus depreciating the status of martial arts in reality^[2].

5. THINKING ON TEACHING AND SPREADING TRADITIONAL WUSHU CULTURE ON THE PLATFORM OF NETWORK GAMES

5.1 Teaching and spreading martial arts dialectically

Is not all part of traditional martial arts is good, its dross should be removed from its essence. If Chinese martial arts want to spread and develop better, it must abandon its own closed nature, reduce the traditional thought of feudal society, eliminate the dispute of gateway, strengthen the communication and interaction with many kinds of media, and adopt various ways and means of communication, propagandizes the martial arts intrinsic value, enhances regarding the traditional martial arts culture dissemination influence. There are quite a few people who take learning Wushu as one of the means of keeping fit, and they have made a considerable contribution to the spread of Wushu Culture, but there is still a certain gap in the true meaning of Wushu Culture, it is necessary to master the connotation of Wushu Style in repeated practice and to understand the traditional Chinese culture and practical fighting skills contained in Wushu, instead of making Wushu become a dance form from generation to generation in the passing on of the GAIETY, in name only^[3].

5.2 To professional game company-based, the development of martial arts action routine skills-based game

The culture of martial arts today has been deified by countless movies, novels and so on, with a particular impact on the younger generation, when we really talk about the conflict between real martial arts and imaginary martial arts in the real world, we will make a comparison. The traditional martial arts culture based on the real world is not as magical as it is advertised in the movies, resulting in a psychological cultural gap, will seriously affect the spread of martial arts culture. For professional game companies, the creation of the game world view is based on the reality of martial arts culture, although the fantasy constructed out of the fantastic Wuxia is a good subject, but the traditional culture needs to be based on the basis of a more positive rendering, so create a game based on reality, to players in the real world of real martial arts. For example, for the action-type MMORPG, more lifelike to restore the real martial arts action, to abandon the words, movies for martial arts unlimited praise, restore the real

martial arts, let people understand the content of martial arts, rather than blindly to meet people can not reach and imagine the "Martial arts."^[4]

5.3 Multiple online campaigns

Diversified network propagandizing under the current information culture tide, people's information reception surface is not only the word of mouth, the picture and text newspaper, more information mainly comes from the computer, the mobile phone, basically, it's web-based. The spread of martial arts culture should also take advantage of the network information platform to form a special operation department to make more news to let people know. Depending on the martial arts culture spread by the network platform, a special network operating department has been established, from the pre-game publicity, registration to the mid-game live updates from time to time, to the writing and publication of the award news at last, is a solid way to promote the traditional martial arts culture.

5.4 Government-led education and encouraging development

Of the quintessence of Chinese martial arts is losing its influence day by day, in today's material society, less people pay attention to the traditional martial arts culture. For Martial Arts, not only in order to strengthen the body, but also in the cultivation of martial arts virtues. After a long history of evolution, martial virtues still guide the code of conduct of those who practice martial arts. "Choose the good ones and follow them, choose the evil ones and attack them", through the correct way of learning martial arts to study the content culture of martial arts to get the correct guidance of values. Today's fast-growing e-sports are also official sports. Under the collision of the traditional Wushu Culture and the modern network game time, the KUNGFU network game is also the backbone to promote the network culture industry. Traditional martial arts culture through the interaction of the Internet so that more people to hand over, in the game at the same time the young players understand the traditional martial arts culture of the deep details, understand the impact of traditional culture on today's people. It is suggested that the government should take the lead in making serious game-style Kungfu online games, and at the same time, players should have fun games to understand the real traditional martial arts culture without any decoration and

packaging. The government should give more help and support, so that the traditional Chinese martial arts through the spread of network culture in the eyes of the world.

6.CONCLUSION

In the face of the fact that the tide of globalization has become a foregone conclusion, the product that does not conform to the times will not be accepted by the people of the Times. The multi-way, multi-angle and multi-way propaganda of traditional martial arts culture has also become a problem to be considered now. The spread of martial arts culture through online games can indeed play a wide role, the use of online games to spread martial arts culture will also become an important means of dissemination nowadays^[5]. After all, the world of the Internet is free and unrestricted, the influence spread by the traditional martial arts culture of online games is likely not only to have a positive effect, but also to be considered as it is full of violence, blood and other factors, how To better let the audience to understand the broad and profound traditional martial arts, and not only to understand the traditional martial arts culture only contains bloody violence and other factors have become the majority of martial arts to consider. But always believe that in today's high-speed development of culture, traditional martial arts culture can take advantage of online games to achieve the task of spreading their own culture.

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Predicament and Path Construction of Sunshine Project Reform in Physical Education In Colleges And Universities

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Abstract: This paper studies the difficulty of reform of college sports teaching sunshine project, and mainly overcomes the misunderstanding and understanding bias of a considerable number of people. The reform of college sports teaching sunshine project is a concrete reflection of college students' fitness project in the new period and will have a positive impact on the reform of college sports teaching. The development of college sunshine sports projects will greatly improve the degree and attitude of university students' sports participation, the system guarantees and inspection of college sports teaching, and supervise the implementation of policies, so as to effectively improve the implementation effect of sports teaching sunshine project.

Keywords: Physical education; Sunshine project; Reform difficulty

1. INTRODUCTION

The "sunshine" in college sunshine sports engineering is a mentality-based teaching model. In order to maximize the understanding of tolerance and to treat university students, physical education teachers must correctly and comprehensively look at problems with a positive attitude, aiming at the current decline in physical fitness of college students. The destiny of the motherland and the height of the nation's future care about caring for college students, instead of pursuing recent teaching achievements, and promoting the overall development and healthy development of college students in good faith. Physical education teachers should pay attention to training college students' sports hobbies and expertise, and promote the formation of college students' physical exercise habits and lifelong sports consciousness. Special attention is given to college students' interest in learning, hobbies and personality development, and encourages college students to consciously and actively carry out physical exercise, in order to fully develop physical fitness and improve the level of motor skills learned, so that college students really like sports, and consciously enhance their physical fitness and form a good physical exercise. Habits can cultivate a positive sense of self-worth, and lay the foundation for lifelong physical exercise for college students.

2. RESEARCH ON THE DIFFICULTY AND PATH CONSTRUCTION OF REFORM OF SUNSHINE PROJECT IN COLLEGES AND UNIVERSITIES

2.1 Sunshine project reform difficulty in physical education in colleges and universities

This paper selects the 2013-2017 sunshine teaching reform in colleges and universities as a research sample.

The data comes from the database of the Ministry of Education. This paper selects the criteria for the reform of the sunshine teaching program for physical education as follows. According to the nature of the actual reform benefits in the database of the Ministry of Education, a total of 25 colleges and universities in the field of physical education teaching reform were selected. In the statistics on the participation of the sunshine project reform, most studies are based on whether or not there is a solar engineering reform in college sports teaching. Therefore, this paper passes the sun project of college sports teaching and the information on physical education of colleges and universities, and 25 college sports teaching of the sunshine project reform is divided into 13 colleges with reform background and 12 colleges with no-sunshine engineering reform background. Processing analysis data application is Excel and SPSS software.

(1) Research hypothesis and variable selection

In the Ministry of Education's research on college sports teaching reform, most of them are researching the research of the sunshine project reform on solving difficult situations. The research results also mostly affirmed the positive effect of the sunshine project reform on the physical education reform in colleges and universities. In addition, in the course of this research, most of them have compared the effectiveness of the sunshine project reform in the context. Therefore, the first hypothesis H1 is proposed in this paper. There is a high level of reform in universities with a background of the sunshine project reform. For the sunshine project reform itself, the proportion and duration of reform difficulty are not many studies on the role of college physical education teaching reform in physical education teaching, so this paper puts forward the second hypothesis H2, and the more the proportion of difficulty in sports sunshine engineering reform, and the reform is difficult. The longer the time goes, the higher the level of physical education reform in colleges and universities will be.

Hypothesis H1: The level of reform in the sunshine engineering reform with a background in PE reform will be higher;

Hypothesis H2: There are many difficulties in the reform of sports sunshine engineering, and it takes a long time for reforms to be difficult. The level of colleges and universities for physical education teaching in the sunshine project will be higher.

① Sports sunshine engineering reform D: This variable belongs to a dummy variable, which has a value of 1 for a sports sun engineering background, and no value for a

sports sun engineering background that has a value of 0.

②Sports sunshine engineering reform difficulty ratio H: This independent variable is the difficult proportion of the sports sunshine project as a college to the physical education teaching of the sunshine project reform. The empirical verification of the relationship is between this variable and the level of college sports teaching sunshine project reform. In the statistics of this indicator, because of the need to obtain annual data, for each reform of the sunshine teaching program for physical education in colleges and universities, the ratio of this difficult reform is the sum of the difficulties in the reform of all sports sunshine projects.

③Sports sunshine engineering reform difficulty time T: This variable is used to measure the time of the physical education teaching sunshine project reform. It is similar to the difficult proportion of the sports sunshine engineering reform. The difficulty of the sports sunshine engineering reform duration is the effective sum of all difficult reform time. If there is overlapping action time in the same time, the overlapping time will be deleted to ensure the accuracy of the data.

In order to better eliminate the influence of other factors on the empirical analysis, this paper takes the size of the physical education reform in colleges and universities, the project (Item), the reform input rate (LEV), and the reform rate of return (ROE) as the main empirical research of control variables.

Table 1 names and definitions of variables for reform of sunshine teaching projects in college physical education

Variable	Abbreviation	Name	Definition
Independent variable	D	Sunshine engineering background	There is a reform teaching background is 1, and there is no 0.
	H	Ratio of reform difficulties	The proportion of reform in college sports teaching
	T	Reform duration	Difficult time for reform
Control variable	SIZE	Teaching reform	The logarithm of the total physical education teaching in college
	IND	It's not played	As a dummy variable
	LEV	Reform investment rate	Ratio of investment to total size
	ROE	Reform yield	The ratio of income to average college equity

(2) The research model of the reform of sunshine education in college sports teaching

In order to verify the above hypothesis, the following model was established, with the model of the relationship between effectiveness concentration and the value of college sports teaching reform as follows:

$$Q = C_{10} + \beta_{11}OC + \beta_{12}S \quad (1)$$

The model of the relationship between the physical education system and the value of physical education reform in universities is as follows:

$$Q = C_{20} + \beta_{21}L + \beta_{22}S \quad (2)$$

The relationship between effectiveness balance and the value of college sports teaching reforms is as follows:

$$Q = C_{30} + \beta_{31}Z + \beta_{32}S \quad (3)$$

Among them, Q is the value of college sports teaching reform, represented by Tobin Q. OC is the concentration

of effectiveness, and L is the rate of reform investment, and R is the balance of effectiveness, and S is the scale of college PE teaching reform, and ROE is the reform rate of return.

(3) Descriptive statistics of difficulty in the reform of college sports teaching in sunshine engineering

Table 2 Descriptive statistics of control variables

Statistical results	Reform	Minimum	Maximum	Mean	Standard deviation
University physical education reform scale	1 0	19.35 18.58	21.83 45.81	20.62 38.19	0.5079 0.4631
Corresponding item	1 0	0 0	1 1	0.33 0.46	0.49 0.55
Reform investment rate	1 0	0.0126 0.0372	0.2854 0.3856	0.1849 0.1831	0.1052 0.1204

From the descriptive statistics of the independent variables, it can be seen that in the statistics of the reform of the sunshine teaching project of 25 colleges and universities, and the maximum proportion of difficulty in the reform of the sports sunshine project is 33.8%, but the mean value is only 4.12%, and the maximum time for reform is difficult. It was 54 months, and the average was only 14.03 months, indicating that the reform was still a small investment in the reform of the sunshine teaching program for physical education, and the investment was not long. Most of the investment was short-term investment of about 1 year, and there were a very small proportion of reform difficulties. In order to focus on joint investment, it is not to invest in the decision-making of the sunshine teaching reform for physical education, but to use this type of joint investment to gain certain right to speak. The concentration of the effectiveness of the reform of the sunshine project of our country's physical education teaching is relatively high. From the average point of view, the concentration of achievements in the reform of the reform of the physical education teaching of the sunshine project is slightly higher than the reform of the physical education without reform, indicating that the entrance can improve the structure of the effectiveness of physical education teaching to a certain extent, making the physical education teaching sunshine project possible. The structure of the effectiveness of the reform has been optimized. The control variable is to eliminate the interference of some external factors as much as possible, so from the mean value of the above control variables, the regularity of the scale of college sports teaching reform is fully reflected.

(4) Analysis of the regression result of the difficulty of sunshine project reform in college physical education

According to the regression model between the variables and the value of college sports teaching reform, the following regression results are obtained:

Table 3 Analysis of the value regression result of college physical education reform

Constant	3.107562***	4.661687***	4.583889***	4.665097***
S	0.094355***	0.178785***	0.171733***	0.176982***
ROE	3.374478***	1.792317*	1.823609*	2.011675**
Adjusted R2	0.678275	0.668843	0.552345	0.579972
F statistics	66.35557***	8.217007***	8.530594***	8.560670***
Number of observations	4535	4535	4535	4535

Note: * indicates a level of significance of 10%; **

indicates a level of significance of 5%; *** indicates a level of significance of 1%.

It can be seen from the above regression results that the adjusted R² of the college's PE teaching sunshine project reform is available, and the goodness of fit of the reform is greater than 0.5, indicating that the model's selected sample has a good ability to interpret the function. And the P value of the observational equation F statistic is almost 0, which indicates that the model is overall significant, and it also shows that the independent variables and the control variables such as the scale and profit rate of college PE teaching reform have significant influence on the value of PE teaching. For the effectiveness of concentration, the average concentration of the effectiveness of physical education teaching participated by the sunshine project reform was higher than the concentration of the effectiveness of physical education teaching without the participation. The standard deviation of the overall sample is 0.2262, indicating that the concentration of the results is relatively stable in the overall sample, and the volatility is not significant, indicating that the sample has a high degree of uniformity in this indicator. From the perspective of the reform investment rate, the average value of the participation of the sunshine project reform is not much different, and the standard deviation is 0.1012 and 0.1368 respectively, and the overall sample variance is 0.1118. This shows that in this statistic, the input rate of reform is relatively stable in the overall sample. The low volatility indicates that the sample is better overall on this indicator. Judging from the balance of effectiveness, the balance of effectiveness of the participation in the sunshine project reform is slightly higher than the balance of effectiveness in the participation, and the standard deviation is not large overall, thus indicating that this index is relatively stable in the overall sample.

(5) Difference test of difficulty index of sunshine project reform in college sports teaching

Through the descriptive statistics of the above indicators, it can be seen that these indicators show some differences in the reform of the physical education teaching of the two types of the control group, but this is only a preliminary performance and cannot be concluded accordingly. In order to verify whether the difference is obvious, the Mean-Whitney non-parametric test was performed on the indicators in the physical education reform in these two types of colleges and universities. The results are listed in Table 4 below. From the above non-parametric test results, it can be concluded that the value of reform in physical education teaching in universities participating in the sunshine project reform is greater than that in the control group, and the difference has passed the Mean-Whitney test at a significant level of 10%, and the J indicator shows that the number of college physical education reforms without the participation of the sunshine project reform was significantly lower than that of the control group, and the difference was significant, and passed the Mean-Whitney test at a significant level of 10%.

Table 4 Difference test results of each indicator

Indicators	Sunny engineering reform sample mean (standard deviation)	Sunless engineering reform sample mean (standard deviation)	The difference between the two	Nonparametric test z value (P value)
OC	28.58(0.4509)	34.82(0.7492)	6.24	-1.248(0.212)
L	15.59(0.1012)	19.65(0.1374)	4.06	-0.182(0.846)
Z	1.8465(1.0170)	1.3460(0.8905)	-0.5005	-0.481*(0.030)
J	0.4602(0.484)	0.3753(0.514)	-0.0849	-1.698*(0.085)

Judging from the test results, it is not as significant as expected and preliminary thought is that it is caused by the following reasons. First, the sports sunshine project started late in China. As the main body of the new model of teaching reform, the development in China is still in the preliminary stage. There are many effective evaluation mechanisms that are not perfect. Second, the reform of participating in the physical education teaching of the sunshine project mixed evaluation mechanism is a preliminary exploration, and most of the sports sunshine project is only access to joint investment with little effectiveness especially for larger universities, the sports sunshine project at this stage of initial exploration, and the role may be minimal and does not play a substantive role.

2.2 College sports teaching sunshine project reform path construction

(1) The model selection of the path of the reform of the sunlight engineering in colleges and universities

In this paper, the time series analysis method is used to test the effect of the sports sunshine project on the reform of physical education teaching in colleges and universities. Using the teaching data as a unit, the following model is established as follows:

$$MA_t = \beta_0 + \beta_1 PEN_t + \varepsilon_t \quad (5)$$

MA as an explanatory variable for teaching is the path of physical education reform in public colleges and universities in China. The explanatory variable of the sunshine project reform N is the number of reformation paths, and t is the sample time of the 2011-2015 intervals. There are 60 groups of data.

(2) Regression test of the path of the reform of the sunshine project in college sports teaching

After statistical analysis and regression testing, in order to further analyze the path regression test of college sports teaching sunshine project reform, the model was constructed as follows:

$$Q = \alpha + \beta_1 PE + \beta_2 S + \beta_3 ROE \quad (6)$$

The results of the regression test of the path of the reform of college sports teaching in the sunshine project are listed in Table 5. As can be seen from the table, the goodness of fit is 0.586145, which shows that the path of reform, the path scale of college PE teaching reform, and the rate of return of reform path explain 58.61% of the reform path value. The P-value of F-statistics is almost zero, indicating that the joint impact between paths scales, and return rate and reform path value of college PE teaching reform is significant. In the significance test of the single regression coefficient, the P value of the path coefficient t statistic of the sunshine project reform is 0.0087, which means that it is significant under the significant level of 10%, and that is, whether or not there is the participation of the sports sunshine project in the reform of the PE Teaching,

pathway value is still influential, and the impact is positive. The P-value of the t-statistic of the S-coefficient is almost zero, and has passed the test. The p-value of the t-statistic of the ROE coefficient was 0.0339, which passed the test at a level of significance of 5%. The above model regression results also verify that there are certain influences between the reform path and value. From the perspective of the coefficient, the impact is positive.

Table 5 Results of the regression test of the path of sunshine teaching reform in physical education

Item	Q value	P value
Constant	4.775066***	0.0000
Reform Path	0.021709*	0.0087
S	-0.184310***	0.0000
ROE	2.055101**	0.0339
Adjusted R	0.586145	
F-statistic(P)	8.090321***	
Observed value	4535	

Note: * indicates a level of significance of 10%; ** indicates a level of significance of 5%; *** indicates a level of significance of 1%.

Physical education in colleges and universities should be able to achieve large-scale teaching, and effective integration can upgrade the physical education model, so as to optimize college physical education model. In the course of the sunshine project reform of physical education, due to statistical difficulties in statistics, it is not possible to collect accurate teaching data of the physical education teaching reform course. Although it is not the case that the sample is locked in the path of the sunshine teaching reform of physical education teaching, it also has a commonality, which can explain the role of sports sunshine project in the teaching planning of reform path practice to some extent.

(3) Unit root test of the path of the reform of college sports teaching sunshine project

The data selected by this unit is time series data. Therefore, the stationary test should be performed before the unit root is solved to avoid the pseudo unit root. Here we use the ADF method to do a unit root test on two variables, and determine whether it is a stationary time series based on the results.

Table 6 ADF test results for two variables

T value	Test statistic	1% CV	5% CV	10% CV
MA	-6.269	-3.834	-4.569	-3.870
Reform path N	-6.038	-3.529	-2.674	-2.584

If the ADF test value is larger than critical value, this critical value is the critical value at the significant level of 1%, 5%, and 10%, respectively. The sequence has a unit root, with non-time-stationary sequence. From the test results, the ADF test values of the two variables are less than the critical values at the three significant levels of 1%, 5%, and 10%, respectively, thus indicating that there is no unit root between the two variables. Co-integration analysis is actually to check whether there is a pseudo-unit root between two variables. Next, we first analyze the roots of the two variables and then test the stability of the residuals. According to the above table, the t-test statistic is -8.371, which is also the critical value of the unit root test under the three significant levels of 1%, 5%, and 10%, respectively, indicating that there is no unit root in the

residual sequence u. Therefore, it is further illustrated that there is a co-integration relationship between the two variables, the sunshine engineering and practice teaching is MA in the reform path practice. Therefore, according to the empirical results, the sports sunshine project has a positive correlation with the physical education teaching practice planning in colleges and universities. By pushing and widening, it is also in the mixed evaluation mechanism of the path of the sunshine teaching reform of physical education teaching. It will also have a positive effect on the practical teaching plan of colleges and universities.

3. CONCLUSION

Since the implementation of the sunshine project in colleges and universities, from the actual development of various universities, preliminary results have been achieved, but there have been some difficulties. Therefore, we need to scientifically evaluate the difficulties in the reform of college sports teaching sunshine project, and explore the future of the construction mode of sunshine project reform path of university physical education teaching. This study believes that, from a long-term perspective, the reform of college sports teaching sunshine project is a college student's sports fitness project, which has an important position in college sports. At the same time, carrying out sunshine sports and improving the physical fitness of college students are a gradual process. They must not be eager for quick success, but need to be coordinated and implemented in the long term. In short, the effective overcoming of difficulties in physical education reform in colleges and universities and the comparison of scientific pathway construction has produced positive results for college sports.

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On the Path of Ecological Education for College Students

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Abstract: Ecological education is an educational practice based on ecology, which aims, plans and organizes the educates' ecological awareness and ecological literacy, so as to promote individuals to acquire the knowledge and skills to protect the ecological environment and the practical ability to shape ecological civilization. In recent years, the Chinese government has attached great importance to ecological progress. The report to the 19th National Congress of the Communist Party of China (CPC) made it clear that "upholding harmonious coexistence between man and nature" was included in the basic strategy for upholding and developing socialism with Chinese characteristics in the new era, and that "building an ecological civilization is a thousand-year plan for the sustainable development of the Chinese nation." Ecological education is specially discussed in the 13th Five-Year Plan of National Education Development, and the training tasks of "enhancing students' ecological civilization accomplishment" and "strengthening ecological education" are clearly put forward, which reflects the important role of ecological education in the construction of ecological civilization in China. College students are the builders and successors of China's socialist cause, as well as the fresh force of China's ecological civilization construction. Their development is related to the progress of socialist construction. Carrying out ecological education for college students is an important means to enhance college students' awareness of ecological civilization and practice of ecological civilization. It is a further breakthrough and deepening of the theory and practice of ideological and political education in colleges and universities. It is an important mission entrusted to college workers by Xi Jinping's socialist ecological civilization thought in the New Era with Chinese characteristics.

Keywords: Ecological Education; College Students

1. CURRENT SITUATION OF ECOLOGICAL EDUCATION FOR COLLEGE STUDENTS

Firstly, the overall ecological consciousness of college students is improving. In terms of ecological awareness, ecological awareness of college students is most college students have the basic ecological awareness, to noise pollution, water pollution, disposable supplies, pollution and other common phenomenon of environmental pollution and ecological destruction to understand more, on the whole, have certain knowledge and understanding of ecological, to the dialectical view of the coexistence of the relationship between human and nature; From the perspective of ecological emotion, college students generally have a positive sense of ecological value for the natural environment they live in. They have been taught to

love the beautiful rivers and mountains of the motherland, and have a sense of respect and awe for nature. When facing some serious environmental pollution problems, they will have a sense of worry and responsibility. From the aspect of ecological identity, college students' recognition of ecological civilization is positive. With the development of new media in the network era, the channels for college students to access ecological information break through traditional media and become more modern, and the ways of paying attention to ecological issues become more diversified, covering classroom learning, expert lectures, professional training, academic salons, social practice and other forms. They can consciously pay attention to the common ecological problems in daily study or life, and actively recognize the important strategic measure of ecological civilization construction.

Secondly, the ecological cognition level of college students needs to be improved. Ecological knowledge is the general name of all professional knowledge and common sense related to ecology. Ecological knowledge is an important part of college students' ecological cognition. Although most college students have certain ecological knowledge base, their ecological cognition level is still at a low level, showing the overall level is not high. For example, when it comes to environmental protection holidays, many college students think of Arbor Day, but pay less attention to earth Day, World Environment Day, World Water Day and other holidays. Although the construction of ecological civilization is widely accepted, most college students know little about the main content of China's ecological civilization construction strategy, lack of grasp of relevant policies of ecological civilization construction, and lack a comprehensive understanding of China's "five-in-one" overall layout. The reserve of college students' ecological knowledge mainly comes from the common sense content of China's long-term public ecological education, which has the characteristics of wide range, superficial appearance and low accuracy. The lack of deep cognition and specialized knowledge of national ecological civilization strategy indicates that the ecological cognition level of College students in China needs to be further improved.

Thirdly, college students' ecological participation initiative is not lasting enough. Ecological participation initiative refers to the degree to which college students actively participate in ecological activities, including their own participation in ecological activities and the influence of college students on others' participation in ecological activities. Whether college students actively participate in ecological civilization is directly related to the degree of

college students participating in the construction of ecological civilization in China. Although college students to a certain extent, have the willingness and ability of ecological protection, but the enthusiasm of college students to participate in the activities of ecological persistent enough, lack of leading others to participate in the activities of ecological protection of active consciousness, or conditions is limited ecological protection in case of difficulty will easily shaken or give up, hard to do insist for a long time to form ecological participation habits. For example, although they know that using disposable tableware will cause damage to the environment and waste resources, there are still many students who use disposable tableware for convenience in daily life. Although college students have more ecological knowledge than other groups due to special education, their active participation in the publicity of environmental protection knowledge is not ideal. This reflects that there are still some obstacles in the transformation of college students from ecological protection cognition to ecological protection behavior. They are not fully practicing environmental protection, and their participation in ecological activities has not formed a lasting initiative. Influenced by various subjective and objective factors, it is difficult to integrate knowledge and action.

2. CAUSES OF ECOLOGICAL EDUCATION PROBLEMS OF COLLEGE STUDENTS

First, the curriculum of ecological education is not reasonable enough. Chinese universities attach great importance to environmental professional education, but the public ecological education for all college students is not enough. Students majoring in environment can take compulsory courses of ecological education offered by schools, but most other majors do not attach importance to such courses. At present, Chinese universities have not built a complete curriculum system of ecological education. Embodied in: on the one hand, in the ideological and political theory course in colleges and universities involved in the part of the ecological education content, but with ecological education curriculum content not according to the different disciplines of professional needs, meet the students' cognitive level difference theory of ecological education curriculum is difficult to stimulate students' interest in learning, guide students to develop good study habits, students cannot study on the ecological theory to produce strong sense of identity and deep experience. On the other hand, although some universities set up the ecological type of elective courses and independent development class, but because of the specialized course, content is difficult, there are some students in the study to understand the difficulties, and scheduling, is conditioned by the semester time, lack of continuity and systemic education, often at the end of the students into the learning state soon after the course, ecological education effect is not obvious.

Second, the form of ecological education is not innovative enough. On the one hand, in the teaching process of colleges and universities, ecological education is still at

the basic level of cognitive education. Although some colleges and universities innovatively start to integrate ecological education into daily teaching, the teaching methods of teachers are deeply influenced by the inherent ideas. On the basis of oral teaching of ecological knowledge and theory, some teachers try to strengthen students' emotional experience by means of modern teaching methods such as multimedia and Internet, but due to lack of innovative practical teaching experience, the teaching effect is not good. In the actual teaching process, the main role of teachers is too emphasized, the interaction between teachers and students is lack, and students' subjective initiative cannot be fully brought into play, which limits students' participation and independent development in ecological education. Ecological practice activity, and other forms of education, on the other hand, not widely used in ecological education, ecological practice form a single, simple experience channels, short duration, limited participation, difficult to mobilize the students to the enthusiasm of ecological theory and practice, students more in the ecological practices is holding the attitude to complete the task, this kind of ecological education on college students' thought and behavior is the effect of short and shallow.

Third, ecological education resources are limited. In terms of soft environment, China has not formed a team of teachers specializing in ecological education, and most of the teaching tasks of ecological education for college students fall on teachers of ideological and political courses. Most of the teachers have not been specially trained in ecological education system and teach ecological education courses on a part-time basis. Due to the lack of teaching experience and attention to ecological education, the teaching force of colleges and universities cannot give full play to the effect of professional ecological education, which is not conducive to the construction of humanistic environment for ecological education. The weak side, in the construction of campus environment in colleges and universities pay more attention to the external environment greening, strengthen sanitation management of supporting hardware facilities are inadequate, functional layout planning is not reasonable, limit the school ecological education practice activities, failed to play to the role of the campus environment on college students' ecological education exerts a, cannot be effectively promote students outside the ecological theory into ecological behavior.

3. OPTIMIZING THE PATH OF ECOLOGICAL EDUCATION FOR COLLEGE STUDENTS

One is to open compulsory ecological education classes. Attach importance to top-level design, and include courses related to ecological education in the category of public compulsory courses. Experts and scholars of ecological education are organized to write course textbooks, which mainly teach the theoretical essence and knowledge system of ecological civilization view, so as to strengthen the knowledge reserve of ecological theory and strengthen the concept of ecological civilization of college students. With the education of ecological law concept as the starting point, through the opening of professional

ecological law courses, the concept of ecological law and ecological responsibility consciousness of college students can be strengthened, so that they can know the law, understand the law, abide by the law and use the law, and transform the compulsory behavior stipulated by law into the behavior habit of consciously maintaining ecological civilization. In the course of ideological and political theory education, attention should be paid to cultivating the ecological virtues of respecting nature, conforming to nature and protecting nature, helping college students to establish their belief in ecological civilization and shaping their conduct of ecological civilization. In addition, other courses can be organically combined to further emphasize and consolidate the knowledge of ecological culture. For example, in the course of "Situation and Policy", the hot spots of current affairs and politics can be used to timely carry out ecological civilization education. The school can regularly organize students to visit some ecological agriculture and nature reserves, etc., and carry out the "three forward activities" for the practice team to enter enterprises and institutions, communities and villages, so as to effectively improve the enthusiasm of college students to participate in ecological practice education. In the course of professional independent development, teachers can combine specific scientific research topics to let college students experience ecological thematic experimental research, develop ecological products, promote and apply them to real life, create ecological value, and make them consciously grow up as participants in the construction of ecological civilization.

The second is to build an important position of network ecological education. The development of the Internet era has brought new challenges to ideological and political workers in colleges and universities. General Secretary Xi Jinping stressed that we should make unremitting efforts to promote education informatization, use new media and technology to make our work more active, promote the integration of traditional advantages of ideological and political work with information technology, and enhance the sense of The Times and appeal. Therefore, ecological education should make full use of Internet technology, tap the intelligent advantages of new media, strengthen the construction of campus ecological theme education website and professional academic website, build a new media platform for ecological civilization propaganda and education, and ensure that the educational content is rich, diversified and three-dimensional. The forum on ecological civilization in colleges and universities has been set up to promote ecological education for college students, and open courses on ecological topics have been shared through platforms such as Learning Power, MOOC platform and Yiban for college students. Establish student

interactive communities, timely release relevant knowledge and information about the construction of "beautiful campus" and "beautiful China" in the form of "micro topics" and "micro interactions", and use the expression methods favored by college students to guide public opinion and create atmosphere. At the same time, we should further improve the public opinion propaganda mechanism of ecological civilization, so that the majority of teachers and students not only become qualified practitioners of ecological civilization in real life, but also become qualified disseminators of ecological civilization in online life.

Thirdly, create the campus cultural atmosphere of ecological education. In the software part, a long-term mechanism is established to train ecological education teachers in the school, and more learning opportunities are created for teachers through academic seminars, advanced classes and opportunities for further study. At the same time, a scientific and reasonable evaluation mechanism of ecological education should be established, and teachers should be assessed based on the basis of curriculum setting, teaching content, teaching methods and skills, classroom atmosphere and students' learning interest, scientific research and experimental activities, teaching effects and other aspects to encourage teachers to improve their professional knowledge and teaching ability. Hardware part, to the teaching building, office building, dormitory, restaurant and other main body construction in ecological landscaping design and layout, the space added a famous statues of environmentalists, paste the thought-provoking poems and caution signs, necessary use of energy-saving lamps, the induction faucet, to students on-demand dinning advocate thrift, such as way of life, let the students daily study and life are exposed is the content of the ecological and environmental protection. Through the imperceptible effect of campus cultural atmosphere of ecological education, college students can realize the importance of ecological environment, so as to popularize ecological education.

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The Problems and Measures in The Operation and Development of University Stadiums

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Abstract: With the continuous development of college education, colleges and universities gradually emphasize the importance to the construction of sports education, and the infrastructure construction of colleges and universities tends to reach perfection. The main function of college sports stadiums is to meet the needs of sports education, and the sports activities and cultural activities carried out by schools also need to be held in school sports stadiums. With the general enhancement of people's sports consciousness and the establishment of the concept of sports life, people's demand for sports is increasing rapidly. However, the uneven allocation of resources of stadiums and sports facilities in mass sports in our country, the problems of abandonment and high occupancy rate hinder the development of mass sports, in this circumstance, the government departments advocate colleges and universities to open sports stadiums according to the actual situation and alleviate the tension of mass sports resources.

Key words: University Sports Stadium; Operation; Management; Society; Economic

1.THE NECESSITY OF RUNNING UNIVERSITY SPORTS STADIUMS

1.1 The needs of society

In the social background of national fitness, people's demand for sports is fastly increasing. The appearance of lifelong education and learning society accelerates the popularization of sports culture and education, so that more and more people participate in sports activities. Sports rights consciousness and generally accepted, the awakening of human subject consciousness and humanistic spirit, promote the sports popularization and common acceptance, people's sports participation is growing, the demand of huge sports group for stadiums is increasingly surge, it appears a contradiction that the sports resources and the public service supply and distribution is not balanced ,mainly for the lack of the number of stadiums. The number of places is limited and can't meet people's demand for sports, fitness and entertainment activities according to the recent report and data in the sixth National Sports stadiums Census data bulletin According to the total population of China at the end of 2013 (excluding Hong Kong, Macao and Taiwan) of 1.361 billion, although the average sports area has increased compared with that of the fifth census, it is only 1.46 square meters, accounting for 65.65% of the national sports stadiums and gymnasiums of schools at all levels. University stadiums and gymnasiums occupy the best share of sports stadiums and gymnasiums in China, and

their facilities are in good condition. Proper opening of university stadiums and gymnasiums to the society can effectively alleviate the imbalance between people's demand for sports, fitness and entertainment activities and sports resources and public services.

1.2 Policy requirements

Our government encourages university sports stadiums to open to the society. The operation and management measures of stadiums and gymnasiums put forward that stadiums and gymnasiums should adhere to their public welfare properties and sports service functions, and ensure the training of sports teams and sports events, national fitness and other sports undertakings. On the premise of these, according to the principle of marketization and standardized operation, fully excavate venue resources, develop various forms of operation and services, develop sports and related industries, improve comprehensive utilization level, and promote the unity of social benefits and economic benefits. However, the premise of external operation of stadiums and gymnasiums in colleges and universities is to ensure the completion of normal teaching assignments, and to use spare time and vacation to carry out external operation.

1.3 Demand for university sports stadiums

At present, the domestic operation takes public institutions as the main. The application of stadium using, and approval require a Level by level approve process, and the conditions of admission have certain restrictions, coupled with the government's full or differential allocation of funds led to a fact that staff are like boiling frogs, whose work efficiency is ambiguous to be guaranteed, enthusiasm is also reduced, resulting in the vast majority of stadiums embrace with a low utilization rate, poor operating efficiency and so on. Of the existing university stadiums, 59% are not open to the public. Now we have more than 6000 large-scale sports stadiums in China, but more than 90% of them are in a loss-making state. Especially in college sports stadiums, because some stadium managers are too conservative to seek for innovation and progress, staff enthusiasm is not high, college sports stadiums are only used for the daily physical education and sports activities of colleges and universities, there are many idle resources can not be used rationally. College sports stadiums need to pay high utility bills, maintenance fees, equipment fees and other costs, which caused universities and government finance a certain pressure, and through reasonable operation, appropriate opening to the public to charge reasonable fees can alleviate the financial pressure of universities and the government, and even achieve self-sufficiency, to

maintain the stadiums themselves, to bring some economic benefits for universities and the government.

2.THE CURRENT SITUATION OF THE MANAGEMENT AND OPERATION OF UNIVERSITY STADIUMS

2.1 Problems in the operation of university stadiums

2.1.1 The singular operation mode of university sports stadiums

For a long time, the pre-construction investment of domestic and foreign stadiums has come mostly from central or local government investment, because the government treats the construction of stadiums as a responsibility and obligation and is one of the means to promote comprehensive fitness. In addition, sports stadiums are basic investment, with large investment scale, long recovery cycle characteristics, it is difficult to attract social capital and private capital, so the operation and management of sports stadiums mostly take the direct management of the government, college sports stadiums also take this management model. With the progress of market-oriented economy and the general recognition of sports consciousness, the model of direct management by government and university administration has gradually become obvious, and problems such as poor management, lack of management, insufficient funds, low utilization rate and disrepair of equipment have become difficult problems haunting the government and colleges.

2.1.2 The singular function of college sports stadiums

Most college sports stadiums only consider physical teaching and physical training functions at the beginning of construction, and their service groups are only for the students and faculties of the university, which leads to the size of the stadiums have certain limitations, and this kind of limited stadiums can not reach a high standard when opens to the public and can not hold some large sports events and sports activities. In addition, most of China's university stadiums are outdated, the basic conditions and standards of their stadiums do not meet the requirements of modern stadiums, and the maintenance and renovation of stadiums need a lot of funds, however, the investment to the university stadiums have been insufficient, which leads to old equipment, single function, low actual utilization rate and poor operating effect in most stadiums. With the development of well-off society, people's requirements for sports, exercise, stadium environment, quality are also growing, people will naturally tend to those sports stadiums with higher quality, diversified functions.

2.1.3 The singular management means of university stadiums

The way of charging in the operation of college sports stadiums is single, in the charge of cash and IC card settlement, in the collection of sports projects can only be a single settlement, each settlement, should be separated which greatly reduces the efficiency of stadium operation. In addition, most college stadiums in the operation of the traditional operating model, sports groups can only get to know the information after they be present at the stadium, ordinary students who want to make reservations can hardly know how to make reservation and relevant

information,

Which leads to a case that the athletes go to the stadium and find there is no pitch available or there is vacant pitch but no one there to play. It greatly reduces the operational efficiency of college stadiums, and stadiums are not ideal for public satisfaction.

2.1.4 The lack of professional management team of university sports stadiums

Operation of sports stadiums in colleges and universities in China is closely related to the operation team, and the professional personnel of sports stadiums in our country are lacking. At present, most of the sports stadium operation team in our country is served by the teaching staff or administrative staff, these personnel do not have the professional quality of the stadium operation and the matching resources that are conducive to the stadium. Dogmatism and conservatism frequently appear in the operation, so there are many problems in the operation process, it is difficult to achieve the desired goal. Teaching staff have a sports academic background, but their stadium management skills can not be guaranteed, likewise, administrative staff have school affairs management skills but lack of sports professional background and specific sports management skill, and under the premise that they all have their own work, it is difficult to devote themselves to the operation of stadiums, to promote new, positive operation in stead of resulting in poor one.

University stadium managers should not only master the general knowledge of stadium management, but also have freedom, democracy, fairness, humanity and public welfare management concept, the service group is mainly schoolteachers and students, then they must change their role, from traditional controllers to service providers, responsible for serving the masses of faculties and students, and then serve the community.

3.THE SOLUTION TO THE PROBLEMS IN THE OPERATION OF UNIVERSITY SPORTS STADIUMS

The government should reform the management system of sports stadiums and encourage the reform of public sports stadiums and university sports stadiums. First of all, the managers of university sports stadiums should change their ideology from conservative ideas to open and pluralistic ideas and re-energizing the stadiums. Innovative stadium operation mode, according to the actual situation to try to carry out school-enterprise (local) cooperation, through the transformation of the operating model to actively use all aspects of society to increase the vitality of the development of sports stadiums.

Change the operation mode of university sports stadiums, adopt the operation and management mode that the university and government work together, the joint social operation management mode of the university, the operation and management mode of the external rental and base training, coordinate with the local government sports departments, enterprises and institutions, form the operation mode of the school-enterprise cooperation, enterprise-enterprise cooperation, talent training and innovation and entrepreneurship, undertake the sports competition performance activities of the government and

enterprises and institutions and provide training and training practice partner services, and the sports human resources of the university have comparably low price, high quality and excellent quality compared with the sports human resources in the society. The advantages of a full range of talents, while bringing vitality to the operation of university sports stadiums, providing professional practice opportunities for college sports majors and related students. However, the operation and management mode of the university-government coalition needs the quality of the stadiums to meet certain standards, which requires the stadiums to strengthen their own construction, improve the stadium infrastructure, enrich the functions, to meet the social and public demand for sports and fitness in many aspects of the stadiums.

Firstly, to ensure that the environment and related facilities can meet the requirements of the big events, activities, games and competitions. Secondly, colleges and universities can take advantage of their own teachers to provide professional services to athletes participating in the competition. Finally, colleges and universities should actively realize independent innovation, organize college students to set up a service team, make rational use of sports pitch, carry out different forms of sports and cultural activities, enrich the amateur life of athletes. The operation of university sports stadiums should adopt consumption methods that are in line with the modern public's habits, improve the means of operation, actively try to take use of Internet technology, and implement the means of online payment for reservations. Booking means can let the public know the sports stadium, stadium margins, reservation information and activities, which can improve the efficiency of venue opening, save more time, promote relevant publicity channels, so that other non-sports majored students can also be aware of the use of gymnasium appointment channels to avoid ordinary students how to book the pitch. In the university, we should first improve the use of the stadiums of our own teachers and students. Improving the sports experience, increasing public satisfaction, ensuring that related services, such as emergency medical treatment, self-service vending machines, front desk with service personnel guidance, etc., are conducive to the healthy development of the stadiums and society. At the same time, the stadium should keep pace with the times in all aspects, especially the level of objects, the development of modern science and technology to promote the development of many modern sports facilities, people's sports needs tend to diversify, modernization, the stadium facilities put forward higher requirements, which makes the stadium must carry out the updating equipment, to meet the different groups of people in the community. Professional management personnel is the key to the good operation of college sports stadiums, colleges and universities should pay attention to personnel training and introduction, so that stadium managers not only be equipped with industrial management, but also familiar with the laws of sports, therefore, for the

recruitment of talent should be improved in a timely manner. There is one thing is to encourage employees to actively participate in some professional knowledge training and learning, to help serving staff improve their professional knowledge, from time to time to further study, and for the management of sports stadiums to update in a timely manner. The cadres in the stadiums should teach their professional knowledge to other serving staff, help other staff to improve their management knowledge and management technology, help employees to achieve management, technology and operation skills, effectively realize the job conversion, bring out their best to do their jobs, so as to improve work efficiency.

4. CONCLUSION

College stadiums achieving their maximum value, in the construction of the stadium itself, needs to absorb professional management personnel, in the professional management at the same time continue to develop the stadiums' available resources, so that the social and economic benefits of the stadiums can be maximized, meanwhile, the stadiums should strengthen the construction of hardware facilities, not only to maintain the original facilities, but also to increase in line with the needs of school sports and social sports hardware facilities, enrich the function of the stadiums to ensure that the stadiums meet the different needs of the public; Actively cooperate with social enterprises and institutions to undertake all kinds of sports events, create certain benefits for the stadiums, provide professional practice opportunities for teachers and students, enrich the sports culture of the stadiums, in the current period of sports education and sports training dividend period, the stadiums should seize the opportunity to develop sports training business, the use of university advantage resources to attract social attention, to create greater economic and social benefits.

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University Volleyball Course and Mental Health Education Penetration Design and Exploration

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Abstract: Aiming at exploring how university mental health education can be integrated into volleyball course, forming a community of volleyball course and moral quality development, making volleyball course and mental health education design consistent with the moral education requirements of the Education Ministry, ensuring the coordination of students' physical literacy cultivation and ideological education, so that students can gain both internal and external development and promotion through volleyball courses, have excellent physical fitness and perfect personality and mind, and achieve physical education. Attain the function of "cultivating soul and moral body". This paper explores the method and form of mutual penetration and integration of university mental health education and university sports-volleyball classes, etc.

Keywords: Volleyball Course; Mental Health; Penetration; Course Design; Moral education Quality

1. THE ORIGIN OF EXPLORATION

In 2019, the Ministry of Education issued the "Essentials of the Ministry of Education's Work in 2019", in which Article 23 of Article 4 'Resolutely Breaks down the Institutional Barriers to the Development of Education' stipulates: Deepen the intension of higher education development, strengthen physical education and national defense education. The state attaches more and more importance to students' physical education and moral education, and the combination of physical education has profound significance. The full integration of college physical education course and mental health course is far-reaching and important. Taking volleyball courses in college sports as an example, based on the university entity general course, elective course teaching, explore the organic integration of university volleyball course and mental health education methods and design programs, improve the mental health quality of students, and master the improvement of sports projects, to achieve the goal of intellectual and moral education of students, but also for other university courses to provide templates and cases [1-5].

1.1 Significance of University Volleyball Course Volleyball

As a key activity in the ball game, it has its special significance in colleges and universities, it covers the education of virtue, intelligence, sports, aesthetics. University volleyball courses can promote

sports spirit, not only help to shape the good physique of college students, enhance the physical fitness, but also through volleyball to shape the majority of college students good ideological character, team spirit, responsibility to assume the spirit, enterprising spirit, fighting spirit, Adhere to the spirit, and strong, confident quality, and standardize civilized behavior. The development of university volleyball course can enrich the campus life of college students, help improve the mental health level of college students, and promote and develop a harmonious campus environment.

1.2 The Importance of Mental Health Education in Universities

Mental health, broadly refers to an efficient and satisfactory, continuous psychological state, narrowly refers to the process and content of basic psychological activities of people complete and coordinated, cognitive, will, emotion, behavior, personality integrity and coordination. School mental health is based on the characteristics of students' physical and psychological development, the use of psychological theory, methods and means to prevent students' psychological problems, improve students' mental health, cultivate students' good psychological quality, promote students' overall harmonious development and quality improvement. For college students, the psychological problems that may arise come from the pressure of social employment, interpersonal relations in universities, emotional problems of love, the pressure of studying and studying in higher education. To carry out good mental health education in universities, in line with the needs of the country to participate in international competition, the essence of the world competition is education and talent competition, all countries gradually attach importance to the quality of talent, specifications, quality training; In line with the needs of domestic modernization, modernization has become a worldwide trend, people's ideas and behavior is the core and foundation of modernization, so mental health education should be paid attention to.

1.3 The necessity of university courses penetration between volleyball and mental health education

To meet the comprehensive quality requirements of social development for talents: with the rapid development of social economy and the improvement of people's living standards, no matter which industry students will work in in the future, having a healthy psychology, strong physique, with excellent responsibility, responsibility,

persistence, courage and other qualities, such as teamwork spirit, innovative spirit, psychological adjustment in the professional development, will enable students to better enter into society and realize their value in life. To carry out the fundamental mission of cultivation in colleges and universities, in the past, mental health education and single course are separated from each other, mental health course is often far from reality, which is not seriously implemented and lack of practicality with just oral teaching and boring formalization. It solely paid attention to the cultivation of students' ability, which is not conducive to the development of students in the long run. The improvement of teaching effect: contemporary college students are basically born in the millennium, under the circumstance of being embraced of a lot of information, college students need to have the ability to distinguish and the right values, traditional teaching is no longer applicable to the needs of current students, the appearance of the form of mental health education and dynamic physical volleyball class combined can help to improve the overall teaching effect.

2. MENTAL HEALTH COURSES

2.1 The current situation of university volleyball courses
After investigating the situation of some college volleyball classes and other physical education classes, college students in physical education classes appear the following phenomena: Student's physical education class discipline is poor, some students come to the class late and leave early. Physical education courses are now organized slackly compared with other courses, students do not pay enough attention to the class, due to the spacious stadiums and venues, students practice process is not easy to be in control. Some students have poor physical education foundation, sports consciousness and sports concept, in the process of physical education teachers to explain the demonstration, the teaching content can not be understood in a timely manner, resulting in poor teaching quality. The practice density is insufficient, because of the large number of students in the class, it is difficult for teachers to control the practice of all students, and it is hard to reduce students' laziness. Some students have a poor attitude towards physical education who do not carry out physical exercises diligently. These phenomena are mainly since college students do not form the concept of sports, and do not really realize the important role of sports in promoting the all-round development of individuals, mental health quality and the connection of people and society and nature [6-9].

2.2 The current situation of college teachers in teaching
College teachers is excellent in their degree, with high academic background and strong professional quality, but teaching ability can not be fully guaranteed. Teachers not only need to know how to learn, but also know how to teach students well, so that students can learn effectively. Some teachers teaching method is monotony, teaching level is normal, teaching effect is greatly reduced, in this way they can not improve the teaching effect, gradually leading to the decline of teachers' enthusiasm. From the social level, compared with other science teachers, the teachers of physical education courses receive less

attention from the school, the salary treatment, the mechanism of further education and the evaluation are all not as the same as that of teachers in other subjects, and the cultural atmosphere of scientific research can not compare with other teachers as well.

2.3 The penetration of university volleyball classes and mental health education

At present, the construction of mental health education in college volleyball classes is still in its start-up, the relevant research is scarce, and the way of combining volleyball knowledge and volleyball skills with psychological elements is limited. Combine Mental health elements into the volleyball course can preclude the phenomenon that college students learn for the learning's sake. Volleyball class is not a class only to let students master a sports skill. Volleyball mental health combination, reflecting the uniqueness, fun, activity, richness of volleyball classes, but also to deepen the Chinese spirit, sports spirit, Chinese Women's National Volleyball Team Spirit.

3. UNIVERSITY VOLLEYBALL COURSE AND MENTAL HEALTH EDUCATION PENETRATION DESIGN

3.1 The similarity between university volleyball courses and mental health education courses

The university volleyball course comprised of three parts: Preparation part (sports warm-up), Basic part (review actions, learn new skills, practice skills) and End part (relaxation activities, after-class conclusion, equipment return). Warm-up exercises are designed to develop students' execution, prepare for follow-up exercises, and guide students to develop a sense of readiness in their future learning lives, "Better safe than sorry". In the basic part, the new action is designed to train students' physical coordination, improve students' athletic ability, enhance their physical fitness, and carry out volleyball competitions in the usual courses to train students' hard work, enterprising spirit, but also to exercise teamwork, personnel communication and communication ability. The end part requires students to get the equipment to the group or class unit returned to the original position, cultivate the spirit of responsibility of students, equipment returned to facilitate the use of other classes, but also conducive to the next class to continue to use, students can establish their own responsibility to others, even if the individual, but also a collective concept. Overall, look, college volleyball class through the group distribution group leader can cultivate students' self-confidence and self-improvement, free change of matching groups can also enable students to better run, promote student communication, communication, and learning, through competition exercise students ball skills and perseverance of faith.

3.2 Volleyball course and mental health education penetration program

Volleyball course and mental health subject penetration is a method of mental health education that volleyball teachers consciously and consciously use the principles and methods of psychology in volleyball subject teaching, by the use of teaching time and space for school mental health education penetration, fully explore the mental

health education resources including in volleyball education to implement.

3.2.1 Improve teachers' ability to educate talents

Great learning makes a teacher; moral integrity makes a model. Teachers' words and deeds can directly affect students' values. The important bridge between students and the classroom is teachers. The penetration of mental health course requires teachers to establish a modern view of teaching objectives. Teachers should not only preach and solve doubts, but should become the organizer, promoter and guide of students' learning activities, establish a new relationship between teachers and students, cooperate, harmony and interaction, master necessary mental health education skills, and properly apply psychological counseling skills. Use appropriate mental health education methods and avoid subjective misuse. First, college volleyball teachers need to keep up with the development of the times, pay attention to social hot spots and discipline frontiers, adhere to the continuous improvement of learning, and actively practice excellent methods in teaching sociology. Teachers should be strict with themselves, always bear in mind the original intention and responsibility of teaching and educating people, self-discipline and self encouragement, abide by the basic principles of education, find the internal common ground between mental health education elements and professional knowledge, improve their awareness of educating people, and naturally integrate mental health education into the volleyball teaching process. Second, it is necessary to provide pre-job training for new volleyball teachers. Third, strengthen the psychological capacity-building of College Volleyball teachers, carry out relevant training for teachers, such as carrying out various activities such as "cultural red brigade", "voluntary practice" and "expert Professor sharing meeting", carry out various exchange seminars in Colleges and universities, establish a platform for infiltration and exchange of mental health courses, and promote the exchange of experience and teaching observation of college teachers. We will vigorously encourage and support school mental health teachers and physical volleyball teachers to cooperate in teaching and research, carry out teaching course evaluation competition, evaluate and promote the best and cultivate students.

3.2.2 Course design

Multimedia teaching: During the semester, arrange students to watch related sports videos or movies, such as "Chinese Women's Volleyball Team", analyze volleyball knowledge based on the videos, and learn the spirit represented by role models in the movies.

Give the classroom part to students: in the preparation and the end of the class, or after a game, combining students' personal experience and inspiration to introduce the teaching of mental health spirit. Encourage students to carry out their own activities, put forward questions and suggestions, such as give students the opportunity to show after thousands of boring exercises, affirm the progress of students and efforts, actively help students find problems. During class, students need to abide by the rules of class. In ball games, everyone should abide by the rules of the

game, therefore teachers train students to abide by the "principle", "bottom line". While teachers strictly urge students to do so, they should also encourage students to break their own "rules" and avoid self-imposed limits.

In the process of physical education teaching, physical education teachers should pay attention to promote the personalized development of students, mainly take the following methods: set the stage goal. Set a number of intermediate level goals under the premise of the overall goal, the intermediate goal can be divided into a number of specific stage goals, so that students can gradually achieve the requirements of the goal. Students in the stage of success to harvest a sense of achievement, and continue to stimulate the development of themselves. Emphasize repeated and sustained efforts, physical exercise is a long and arduous process to encourage students to carry out long-term physical activity. Use the cycle method of practice, test, and competition to constantly update the goal. Through group activities to promote the formation and development of personality, pay attention to the physical education course interpersonal relationships and intra-group interaction to Take advantage of the strengths in order to avoid weaknesses. Respect autonomy and creativity, pay attention to the subjectivity of students: teachers and students are equal. It is necessary to maintain mutual respect, joint participation in bilateral activities, respect students' dominant position and encourage students to choose their own self-guidance. Students can be given sufficient time to practice and hold volleyball games independently. Emphasize the rational use of the information transmission, only in a way that students think that what teachers teach is credible and acceptable, their mental condition will be positive on class, which also requires volleyball teachers' professional prestige.

To create a harmonious psychological atmosphere of physical education class: Volleyball, as one of the types of college sports, aims to improve people's physical health and cultivate good psychological quality to create the foundation of physiological quality. Volleyball as a group competition, which needs good psychological quality as an important factor in the technical level of athletes that athletes in volleyball competition who show good psychological quality will also let the audience have a good spiritual enjoyment. Volleyball teachers create a situation for students to successfully experience, let students' clear nervous anxiety. In college volleyball teaching, there are some students who have no foundation, they yearn for volleyball courses at the same time will also worry about whether they can master volleyball, volleyball teachers can use reasonable and timely game design and competition activities, have high expectations towards the students to increase students' sense of self-efficacy.

4.CONCLUSION

In the course of teaching college volleyball, teachers should pay attention to the psychological quality education of college students in the process of training their physical fitness and sports skills, and volleyball teachers should integrate university mental health education into volleyball courses under the premise of

excellent professional quality, form a community of volleyball courses and moral quality development, make full use of volleyball sports to foster the body fitness, spiritual fitness function, so that students' physical fitness, psychological quality and social interaction environment can be guaranteed in order to improve the level of human resources and train all-round development talents for the society.

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